"There are many components to our program; a critical one is Appreciative Inquiry...It has been a driving force and helped us develop our most critical strategy: engaging all employees in the success of one another. We had productivity improvements higher than any I’ve seen in our company’s history...."

-Bob Stull, Former President, Roadway Express

Roadway, a four-billion dollar transportation company has held 65 AI Summits—rapid design summits bringing 300 people together at a time—to innovate and re-design facilities, accelerate throughput, improve customer peace of mind, and to collaboratively design the company's information systems. Over the five year period of time the business saw its stock move from $14 to $48 dollars per share and it documented statistically significant positive changes in survey indexes of morale, labor-management trust, alignment, retention, and building a culture of innovation.

“I have been part of many global meetings of business and society leaders and I am convinced that the Appreciative Inquiry Summit approach, as we have seen it here, is the best large group planning method in the world today.”

-Rodrigo Loures, CEO, Nutrimental Food, and Fellow World Business Academy

Rodrigo Loures, CEO of Nutrimental Foods in Brazil, was facing the effects of globalization on industry in that country: About 80% of the manufacturers in Brazil became victims of globalization, but Rodrigo decided to use Appreciative Inquiry as a way to survive the onslaught and enhance the company’s competitive position. The implementation of AI was so successful that a year later the company reported a record 300% increase in earnings, a 75% decrease in absenteeism, and was later recognized as one of the top 100 best places to work in Brazil.

"Appreciative inquiry is a way of bringing people together and focusing them on the positive, building on what works, and you can use it anywhere."

-Bob Stiller, Founder, Green Mountain Coffee Roasters

Bob Stiller founded Green Mountain Coffee Roasters Inc. (GMCR) in 1981. Currently, Stiller is the President and CEO of GMCR, a socially responsible specialty coffee roaster based in Waterbury, Vermont. Forbes magazine named him "Entrepreneur of the Year" in 2002. Green Mountain Coffee Roasters, Inc. has been ranked No. 1 on Business Ethics magazine's 2006 list of "100 Best Corporate Citizens." When the company began using AI as its organization development approach stock prices hovered around $18 dollars per share today, five years later, the stock continues to skyrocket at over $61 (NASDAQ).