

VitalSmarts®

SPEAKERS

2017 BUYER'S GUIDE



Hello there!

We know you are searching for the **PERFECT** speaker for your company's big event, executive retreat, or company offsite. It's a daunting task! Every speaker must have clout, be entertaining, speak on a relevant topic for your specific audience, and win over the heart and mind of the biggest critic in the audience—possibly your own boss!

That's where we come in. At VitalSmarts, our speakers stand in a class all their own. And our speeches, based on the award-winning content of our *New York Times* bestselling books, are timeless and relevant, can be tailored to address any crowd, and are actionable—meaning every participant leaves with something he or she can put into practice immediately. The VitalSmarts Speaker lineup includes **DYNAMIC**, **ENGAGING**, and **ENERGIZING** speaking professionals. Each speaker is equipped with years of crowd-wowing experience and an arsenal of stories that are sure to relate to your audience.

We would like to invite you to explore this 2017 VitalSmarts Speakers Buyer's Guide. Learn more about our speakers and the amazing content they have to offer. Give us a call, ask us your hardest questions, and let's talk about bringing one of our speakers to your next event.

Sincerely,

The VitalSmarts Speakers Team 1.800.449.5989

VitalSmarts speakers represent some of the most respected social scientists, change leaders, and organizational effectiveness experts in the industry. Boasting decades of personal research and real-world experience, each speaker brings a unique perspective and personality to his or her presentation.

Notable Speech Clients

Our team has delivered speeches at some of the most well-respected organizations and government agencies in the world. **Here are just a few:**

Google
The Walt Disney Company
Microsoft

Mayo Clinic
National Association of Children’s Hospitals

The U.S. House of Representatives
Stanford University
World Business Forum

Award-Winning Customizable Content

A Few Speaking Topics★:



Crucial Conversations
Not all Conversations are Equal. Participants will learn to create an environment where people share their best ideas, make wise decisions, and then act on those decisions with conviction.



Crucial Accountability
Bridging the Gap between Expectations and Results. Participants will learn a high-leverage skill set that lies at the heart of problem solving and execution, and how to involve and motivate others to come up with their own solutions.



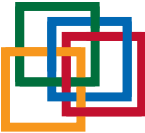
10X Your Influence
New Research in Leading Change. Participants learn a step-by-step strategy for exponentially increasing their power to change their greatest and most persistent challenges.



Influencer
Essential Leadership Skills. In this fast-paced presentation based on the *New York Times* bestseller, *Influencer: The New Science of Leading Change*, participants will learn to create rapid and sustainable change.



Change Anything
Personal Problem Solving. Participants will learn to make long-anticipated improvements in their lives, careers, and relationships by applying three breakthrough principles to any challenge.



Four Crucial Skills
Of a High-Performance Culture. Participants will learn how to build a high-performance culture that will help their organization increase growth, profitability, and other bottom-line results.

★ Choose from one of these topics or let us customize a speech to meet your needs.

A man with grey hair, wearing a dark suit and a light blue shirt, is shown in profile, speaking into a microphone at a podium. He is gesturing with his right hand. The background is dark and out of focus.

Meet Our Elite Team

Drawing from decades of hands-on experience, our presenters have devoted their lives and careers to improving yours.



Joseph Grenny

Business Social Scientist

Joseph Grenny is a four-time *New York Times* bestselling author, dynamic keynote speaker, and leading social scientist for business performance. Over the past thirty years, Joseph has delivered engaging keynotes at major conferences including the HSM World Business Forum at Radio City Music Hall. Joseph's work has been translated into 28 languages, is available in 36 countries, and has generated results for 300 of the Fortune 500.

*“Joseph Grenny is one of the **best speakers in the world** on leadership and conflict resolution.”*

—Jose Salibi Neto, Chief Knowledge Officer, HSM Brazil

*“An extremely engaging presenter with a **compelling message** of how to influence behavior.”*

—Chief Learning Officer, ASAE

See Joseph in action: josephgrenny.com/media/



Emily Hoffman, M.D.

VP of Development and Delivery at VitalSmarts

A natural entertainer, Emily holds audiences' attention from beginning to end with her unique blend of humor, inspiration, and intellect that engages, challenges, and motivates audiences to change. She brings the best of social science research to organizations in meaningful and actionable ways. Areas of expertise include Healthcare and High-tech.

*“Emily is an expert in her field, but **her real strength is how she connects with us, and ties specific examples to the lessons she is teaching.**”*

—Training Participant



David Maxfield

Social Scientist Specializing in Organizational Change

David Maxfield is a *New York Times* bestselling author, keynote speaker, and leading social scientist for organizational change. For thirty years, David has delivered engaging keynotes to more than 500 audiences from small leadership retreats to large keynote events. David is a respected academic, and has taught at Stanford University and the Marriot School of Management at Brigham Young University.

*“His session was the **best training I’ve had the pleasure of participating in** for many years.”*

—Training Participant

See these speakers in action: vitalsmarts.com/SpeakerVideos



Candace Bertotti

VitalSmarts Senior Master Certified Trainer

Specializing in conflict resolution, negotiation and interpersonal communications, Candace has worked with an incredible range of audiences, industries, and organizations to achieve better results. She boasts an impressive speaking resume with clients like Google, Johnson & Johnson, and The U.S. House of Representatives.

*“Candace’s opening keynote was **everything we could hope for:** thought-provoking, enlightening, entertaining, informative, and inspiring. Wow, she hit them all!”*

—Training Participant



David Nelson

VitalSmarts Master Trainer

David Nelson is a member of a select group of Master Trainers at VitalSmarts. He is known for making trainings and speeches light-hearted, fast-paced and applicable. He has delivered countless training sessions, keynote speeches, and conference workshops. Truly inspired by the impact of VitalSmarts content and its impact, he specializes in Startups, Government, and Education.

*“David explained things clearly, and anticipated participants’ needs and questions. **He kept the session enjoyable and lightened the mood** to engage our learning!”*

—Training Participant

Crucial Conversations

Take The *Crucial Conversations* Chapter Challenge:

Read the first and second chapters of our *New York Times* bestseller: *Crucial Conversations*.

Ask yourself: “Do I, my team, or my organization face tough challenges that require high-stakes, political, or risky conversations?”

Ask yourself: “Do I, my team, or my organization have the necessary skills to hold these conversations and hold them successfully?”

Reflect and Answer:

Chapters 1 & 2 Discussion Questions

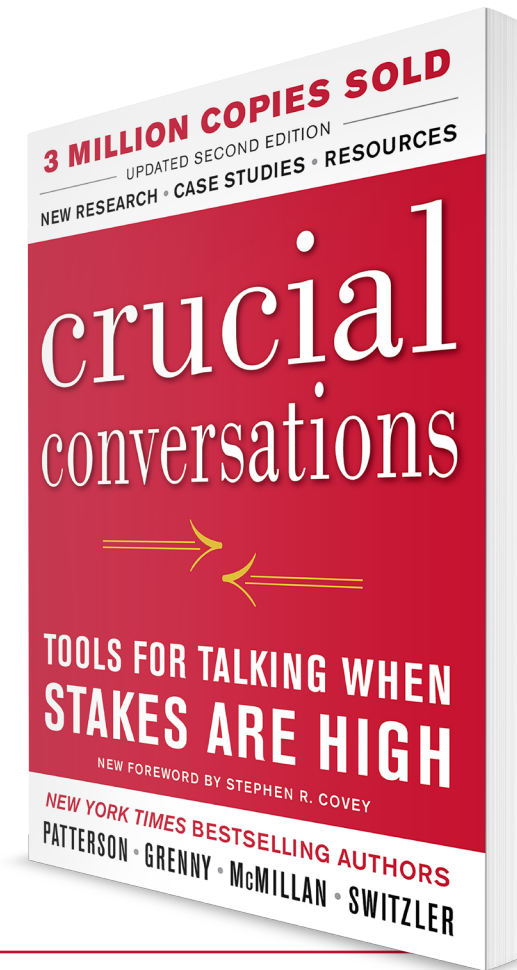
- What are the three elements that make a conversation crucial?
- What are some examples of typical crucial conversations?
- How do we typically handle crucial conversations?
- Why are we often on our worst behavior?
- What is dialogue? What is the Pool of Shared Meaning? How does the Pool of Shared Meaning both motivate and enable people to make better choices?

3,000,000 Copies Sold

#5 *New York Times* Business Bestseller

#6 *Business Week* Bestseller

#6 *Wall Street Journal* Bestseller

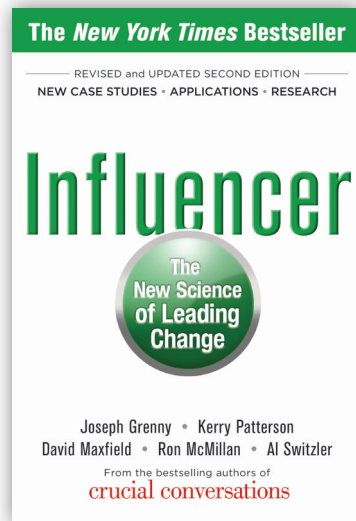


Visit vitalsmarts.com/crucialconversations/ for other discussion questions and resources.

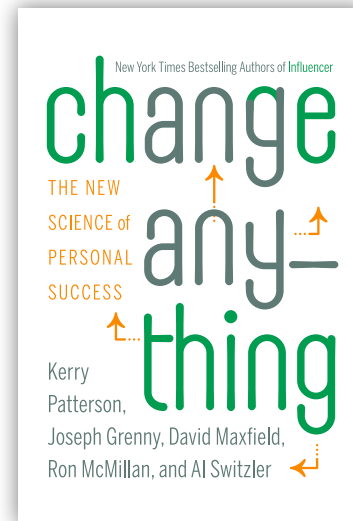
More from the VitalSmarts Authors

Influencer *The New Science of Leading Change*

Despite our best attempts, few of us know how to influence human behavior. This bestselling leadership book combines the skills used by hundreds of successful change agents with five decades of social science research to deliver a proven model for changing entrenched behaviors across teams and entire organizations.



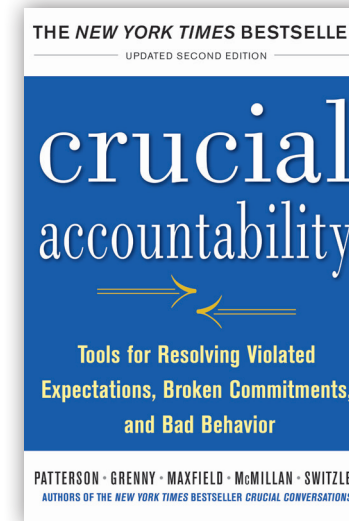
Buy
***Influencer, Change
Anything, & Crucial
Accountability*** where
books are sold.



Change Anything *The New Science of Personal Success*

If you're like most of us, you've tried to change one or more areas of your life and failed. In this *New York Times* business bestseller, you'll be introduced to the Six Sources of Influence that affect your daily decisions, as well as

fascinating real-world examples that will empower you to reexamine the way you go about your business and your life.



Crucial Accountability *Tools for Resolving Violated Expectations, Broken Commitments, and Bad Behavior*

Learn how to successfully hold anyone accountable. Whether it's a broken promise, violated expectation, or just plain bad behavior, addressing these issues will improve performance by 20–50 percent.

Contact us today to inquire about booking a speech.

Call 1.800.449.5989 or visit us at **vitalsmarts.com**

About VitalSmarts Named one of the Top 20 Leadership Training Companies, VitalSmarts, a TwentyEighty, Inc. company, is home to the award-winning Crucial Conversations, Crucial Accountability, Influencer, and Change Anything Training and *New York Times* bestselling books of the same titles. When used in combination, these courses enable organizations to achieve new levels of performance by changing employee behavior. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained more than 1.5 million people worldwide.
