

## **ATTITUDE IS EVERYTHING®** **Part I or Part II**

Attitudes, whether positive or negative, have the power to impact the success of an organization or an individual. Attitudes are contagious; attitudes impact the bottom line. The topic is so timely in today's competitive and changing marketplace that Keith has developed two hard-hitting sessions, which teach powerful techniques for maintaining a positive attitude – regardless of the circumstances. Many of our clients request Attitude is Everything, Part I, for their opening or closing session. The keynote address sets the tone for your meeting or conference, inspiring attendees to learn, network and share best practices.

Attitude is Everything, Part II, uses different stories and analogies, introducing new strategies and techniques to reinforce the core message of Part I. Attitude is Everything, Part II, is an excellent follow up for a subsequent meeting, and will leave attendees motivated, inspired and ready to take action.

## **MAKING PERFORMANCE MATTER™** **“You never get a second chance to make a first impression.”**

The Right Attitude is Everything when it comes to first impressions. Regardless of what industry, occupation or job responsibilities we have, the first impressions we make through our performance impact customer service and ultimately determine our failure or success. Our self-image is directly tied to our performance level; it is our achievement regulator. In this session, explore the power of first impressions, discover the keys to raising self-image and performance, and learn to create the motivational strategies that inspire people to serve.

## **EMBRACING CHANGE TO INCREASE EFFECTIVENESS**

Change is constant and it's impacting everyone. While you may not be able to change the circumstances around you, what you can change is yourself. And sometimes that changes everything.

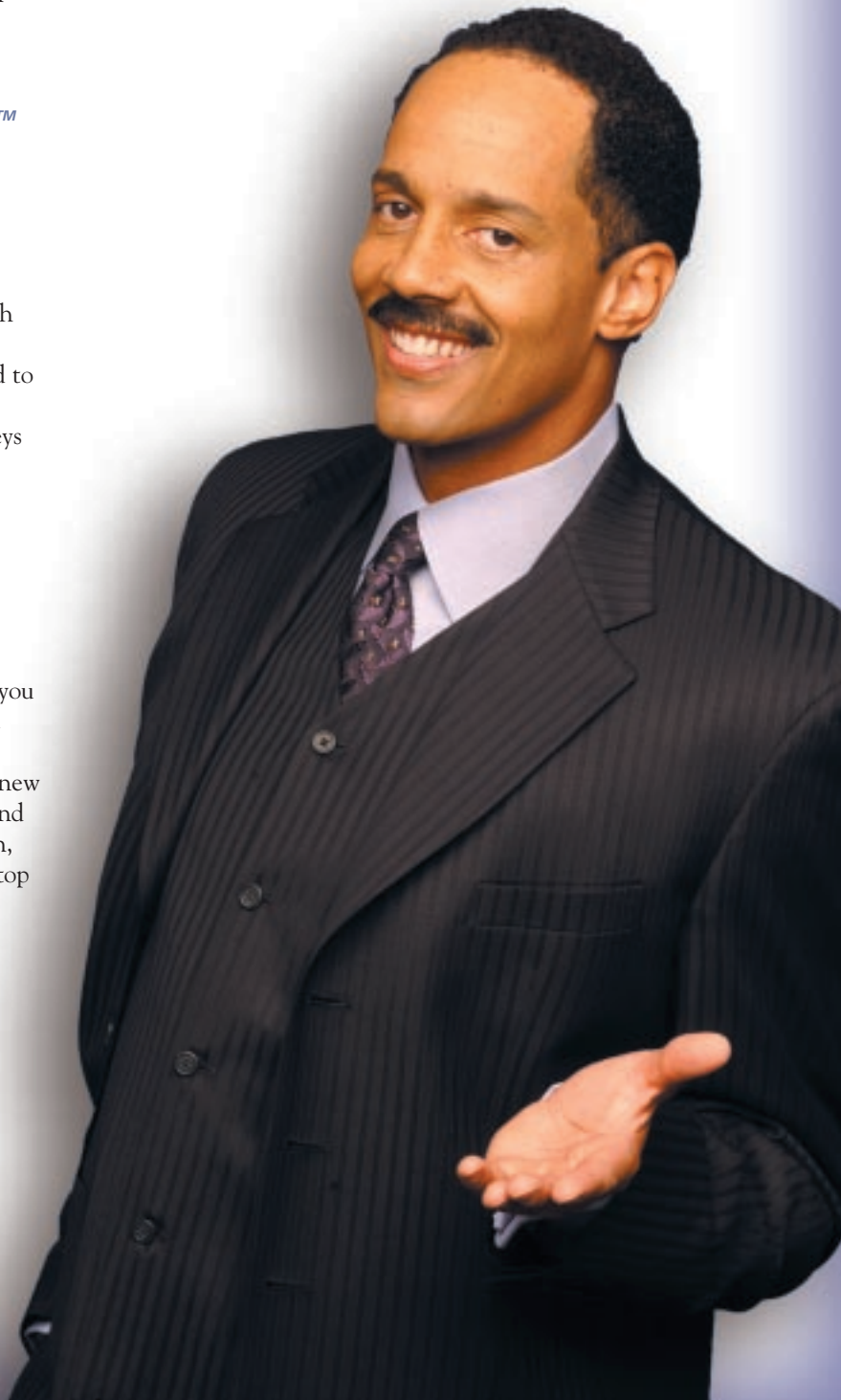
This presentation explores how to be a change-embracer, thereby increasing your effectiveness. That means developing new and improved attitudes and habits. When those new attitudes and habits meet the skills and knowledge already in your possession, anything is possible. After this inspirational session, you will stop resisting change and welcome it as an opportunity to go from good to great.

**Keith Harrell**  
**COMMITTED TO**  
**YOUR**  
**SUCCESS!**

## **CONNECT: Building success through people, performance & profits**

AT THE CORE OF SUCCESS IS THE NEED FOR PEOPLE TO CONNECT. Whether it's connecting to our customers, to improve customer service, or the strategic business plan and objectives for the coming year, the foundation for success starts with CONNECT.

This explosive keynote explores the 7 core competencies needed to connect individuals and organizations to greater productivity and to maximize both personal and professional success. Thought provoking, energizing, humorous, and practical are all words used to describe this powerful, packed keynote.



## OUR CLIENTS SAY IT ALL...

"WOW! What can I say but a fantastic 'thank you' for Keith's stellar performance at our Operations Conference in Universal City last week. I truly believe that Keith has received the highest approval rating for any guest speaker we have invited to a conference in my 10 year history of doing these events. Thank you, thank you, thank you...for the great presentation...and for the positive attitude you left the audience with."

### **CKE Restaurants**

Paul Whitebread, CKE Special Projects

"WOW!! You did an extraordinary amount of homework to tailor your presentation to our business. You had insights and knowledge that clearly came from hard due diligence and deep penetration of what we are about and what we are trying to accomplish. We have never had a speaker who had as good a grasp of our culture and business and integrated it as well in a presentation. It was an all around 5-star piece of work. I would highly recommend you and we plan on using you again."

### **LensCrafters**

David M. Browne, former President and CEO

"All I can say is FANTASTIC!!!! Your presentation to the American Fidelity Assurance Company Association Group Division (AGD) was, and still is, one of the most talked about events at American Fidelity in a long time. The enthusiasm generated by your presentation was simply remarkable. It is too bad you were not around for the rest of the program to see the carry over and impact of what you said and demonstrated to our people. It was a truly remarkable meeting...a lot of energy and positive interaction. Like many companies we survey our attendees to get their reaction to the meeting and specific parts of the overall program. On a scale of 1 to 10, every survey received back so far rates your presentation as a 10. Additionally, many surveys attributed the overall success of the conference to you. In my years at American Fidelity, I have never run across comments as complimentary as those attributed to you, nor have I seen the overall success of a meeting attributed to a single element."

### **American Fidelity Group**

Brett Barrowman, Assistant Vice President  
Corporate Event Planning

"'Fabulous, superb, excellent, exciting, wonderful, amazing' — these are just a few of the descriptions of your presentation at the Unisys Federal Systems Club in Cancun. Needless to say, you were an absolute, unequivocal hit with everyone. I've had the opportunity to hear many speakers of the years, but no one has evoked the response from our attendees like you have. Not only was your message right on target, but your ability to communicate your message in such a humorous, yet poignant manner is truly amazing. The effort you put into your presentation to customize it for our organization and our meeting is greatly appreciated — you really 'hit the mark' and gave our attendees lots of great ideas to consider as they face the challenges leading up to the new millennium."

### **UNISYS**

Gwynne Harrington, Manager, Communications

## SOME OF OUR CLIENTS INCLUDE...

3M	Century 21	HBO	Merrill Lynch	Prudential
Abbott Laboratories	Chrysler	Hewlett Packard	MetLife	Qwest
Aetna Insurance	The CIA	Hilton	McDonald's	Sara Lee
Allstate	Cigna	IBM	MCI	SC Johnson
American Airlines	Chevron	Interstate Batteries	Microsoft	Sealy
American Express	Coca-Cola	IRS	Million Dollar Round Table	Sears
American Honda	Coldwell Banker	ITT	Mobil Oil	ServiceMaster
AT&T	Dean Witter	J.D. Edwards	Monster	Sprint
A&W Restaurants	Dell	JP Morgan	Motorola	State Farm
Avaya	DeVry	John Hancock	Mutual of Omaha	Sun Microsystems
Avis	DiTech.com	Kimberly Clark	Nabisco	Taco Bell
Bath & Body Works	Eastman Kodak	KPMG	Nationwide Insurance	Texaco
BASF	Eli Lilly	Lanier Worldwide	NCR	Unisys
BF Goodrich	Enterprise rent-a-car	LensCrafters	Nextel	United Van Lines
Blue Cross & Blue Shield	Ernst & Young	Lexmark	New York Life	US Postal Service
Boeing	Exxon	Lincoln Financial	Nike	Verizon Wireless
Boy Scouts of America	Fannie Mae	Little Caesars	North American Van Lines	Washington Mutual
Burger King	Fidelity Investments	Manpower	Owens Corning	Waste Management
Carrier	Frito Lay	Marriott	Pacific Bell	Wells Fargo
Caterpillar	GlaxoSmithKline	Mattel Toys	Pfizer	Whirlpool
Centex Homes	General Mills	Merck	PriceWaterhouseCoopers	

For more information on **Keith Harrell** contact:



# The ATTITUDE of LEADERSHIP

TAKING THE LEAD AND KEEPING IT



# KEITH HARRELL

## In this dynamic keynote...

Renowned leadership coach and attitude expert Keith Harrell explores the fundamental principles of great leadership. Honesty, integrity, dedication and accountability are the ultimate motivators that inspire hard work and enthusiastic commitment in others – regardless of the circumstances.

Keith does more than spout academic theories. In a presentation customized to his clients' industry and business needs, he shares the best practices of today's most successful business leaders. He then outlines practical steps for turning those principles into action.

## Whether you know it or not... You are a Leader!

We are all born to lead because we all have influence over those around us. Whether that influence is positive or negative is up to you.

Discovering the keys to effective leadership has always been a hot topic in the boardroom. Keith now extends the conversation to the water cooler. Why? Because we all lead in some capacity.

CEOs, department heads, corporate directors, team leaders – and team members – all have the ability to motivate those around them to go from good to great. When that happens, individual lives and entire organizations are transformed. Leadership impacts customer service, teamwork, brand building – all the essential elements to creating and enhancing both personal and corporate success.

## Leaders change lives... Start by empowering your own!

Leaders carry the hopes, dreams and challenges of those they lead. Leadership is both a great privilege and responsibility. The eyes of others are on you. What they see on the outside is a reflection of what you build on the inside. Keith provides the construction tools to build the leadership skills that change lives.

Successful leaders are often visionaries with bold goals. Yet many are so focused on getting from A to Z that they miss the all-important step of moving from A to B. By exploring the Power of Self-Mastery, Keith teaches the value of self-discipline, balance, and establishing both short and long-term goals.

Whatever your pursuit, the price you pay in business today will ultimately determine your success or failure. What worked yesterday may not work in today's competitive world. Effective leaders understand the Power of Action in achieving individual and corporate goals. Successful leadership requires that you model character traits you wish others to emulate.

Remember, hard work — without smart work — doesn't work. To work smart, you must understand the Power of Relationships. Keith focuses on timeless truths which, when implemented, will create leadership legacies and equip attendees to take the lead and keep it!

## Why do over 100 meeting planners hire Keith each year?

Keith Harrell speaks from his own leadership experience and what he has gleaned through his interaction with some of the world's most respected business leaders. Keith spent 14 years as a corporate marketing executive and top training instructor at IBM. Today he addresses audiences at more than 120 events annually for corporate clients such as General Motors, American Express, AT&T and Microsoft.

It doesn't take long to understand why The Wall Street Journal calls Keith Harrell "a star with attitude." Speaker, consultant and author, Keith continues to mesmerize and motivate audiences with his charismatic style, humorous insights and contagious high energy.

## Our clients say it all...

*"Thank you again for the outstanding message you presented to our Verizon Wireless leadership team. Your insightful, high-impact speech, tailored specifically to our industry, company and management team, helped make a profound difference in the professional and personal lives of all those in attendance. Your thoughtful words will be remembered for years to come."*

**VERIZON WIRELESS, JIM MCGEAN, PRESIDENT**

*"Outstanding presentation! You helped to make GAMA International's annual conference one of the best in our history. This is certainly due in part to your wonderful presentation on "Embracing Change". I can sum up the comments on your presentation by saying the content of your talk was only surpassed by your eloquent delivery. We are still swirling in the "after-buzz" of attendees thanking us for your great program."*

**GAMA INTERNATIONAL, ROBERT H. BACCIGALUPI, VICE PRESIDENT**

*"What a wonderful and moving performance you gave at the Allstate Leaders' Forum. We were very impressed with the preparation you put into crafting an effective message for our audience. They were moved, inspired and invigorated by your words and examples. Your performance helped us solidify our "One Allstate" message and made it clear that each person in that room has the potential to play a positive role in Allstate's future. Thank you also for the time and attention you spent with several individuals at the conclusion of your presentation. Your willingness to extend yourself for those extra hours was truly extraordinary and did not go unnoticed or unappreciated. It was a distinct privilege having you speak at our forum."*

**ALLSTATE, JEFF L. KAUFMAN, VICE PRESIDENT, AGENCY DISTRIBUTION**

## Some of our clients include...

3M	Century 21	HBO	Merrill Lynch	Prudential
Abbott Laboratories	Chrysler	Hewlett Packard	MetLife	Qwest
Aetna Insurance	The CIA	Hilton	McDonald's	Sara Lee
Allstate	Cigna	IBM	MCI	SC Johnson
American Airlines	Chevron	Interstate Batteries	Microsoft	Sealy
American Express	Coca-Cola	IRS	Million Dollar Round Table	Sears
American Honda	Coldwell Banker	ITT	Mobil Oil	ServiceMaster
AT&T	Dean Witter	J.D. Edwards	Monster	Sprint
A&W Restaurants	Dell	JP Morgan	Motorola	State Farm
Avaya	DeVry	John Hancock	Mutual of Omaha	Sun Microsystems
Avis	DiTech.com	Kimberly Clark	Nabisco	Taco Bell
Bath & Body Works	Eastman Kodak	KPMG	Nationwide Insurance	Texaco
BASF	Eli Lilly	Lanier Worldwide	NCR	Unisys
BF Goodrich	Enterprise Rent-A-Car	LensCrafters	Nextel	United Van Lines
Blue Cross & Blue Shield	Ernst & Young	Lexmark	New York Life	US Postal Service
Boeing	Exxon	Lincoln Financial	Nike	Verizon Wireless
Boy Scouts of America	Fannie Mae	Little Caesars	North American Van Lines	Washington Mutual
Burger King	Fidelity Investments	Manpower	Owens Corning	Waste Management
Carrier	Frito Lay	Marriott	Pacific Bell	Wells Fargo
Caterpillar	GlaxoSmithKline	Mattel Toys	Pfizer	Whirlpool
Centex Homes	General Mills	Merck	PriceWaterhouseCoopers	

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