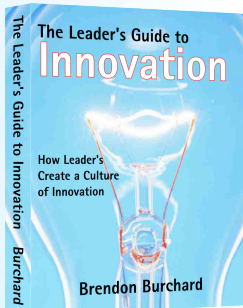


Innovation

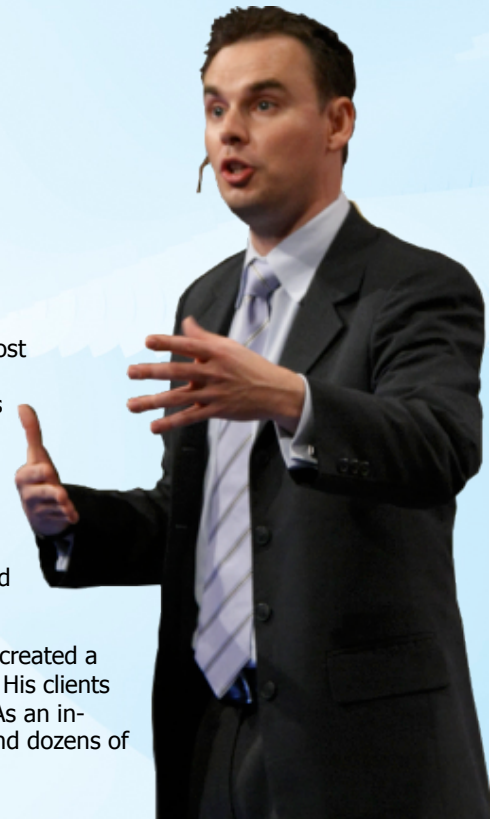
unleashes your people's talent and creativity and drives new value and differentiation in the marketplace. You can't survive without it.

Brendon Burchard, the global authority on leading innovation, teaches what inspires it, inhibits it, and how your leaders can innovate now.

Brendon Burchard knows your audience is desperate to find new ways to lead and add value in a ridiculously crowded market. How can your people create a culture of innovation and discover the new ideas that will grow your company? The author of *The Leader's Guide to Innovation* has the answers. Brendon's moving and inspiring presentation will shake up your organization and teach your leaders:



- **Innovation Ready:** How Companies Ignite Innovation
- What Drives Innovation? Cultural Habits of the World's Most Innovative Companies
- What Halts Innovation? Innovation Inhibitors & Activators
- **Innovation Leadership Principles:** Making Innovation Personal and Corporate-Wide
- The Infrastructure of Innovation: Making Corporate Innovation Possible
- The Ideation Process: Thinking and Working Differently
- **The Road to Innovation:** The Process Beginning-to-End



After watching an organization of 100,000 employees suffer stagnation, Brendon created a framework for innovation that radically shifts companies into better performance. His clients have included Accenture, JC Penney, eBay, Best Buy, Nordstrom and Walgreens. As an in-demand expert, he has also appeared on ABC World News, Oprah and Friends, and dozens of media outlets nationwide. **Book Brendon now by calling 1-800-816-8528.**

"You have made SUCH A DIFFERENCE in creating the awareness about our need to foster a culture of innovation inside Accenture. I want to personally thank you for the intense efforts you have made to put all of your creativity, talent, passion and time into making Accenture a better place . . . *your concepts will now be shared with 85,000 people!* THANK YOU for all you have done to accelerate innovation at Accenture! We will be a great company because of your impact."

—Angie Seldon, Partner and Innovation Council Member, Accenture



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"Brendon inspires innovation simply by breathing."

**Redefine what it takes to win.
Amp your people's with creativity.
Create a cultural habit of innovation**

"Thanks again for your awesome contributions to getting our CEO leadership program off the ground. We could not have done it, in our wildly ridiculous timeframe, without your human capital, passion and zeal."

—Yuca Hung, Director of Worldwide Organizational Development,
LEVI STRAUSS & COMPANY

"An energizing one for our people!"

—Joe Forehand, CEO, ACCENTURE

"Could it possibly get any more perfect? Thanks Brendon...you rock!
We would love to work with you again!"

—Jennifer Gentusa, SONY PICTURES

"It has been a true pleasure to work with Brendon Burchard. His humility and selfless service became extremely apparent. He is one of those people who engages others with sincere interest and by doing so reveals his truly genuine character."

—LT Brett St. George, THE U.S. NAVAL ACADEMY

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800-816-8528

"Brendon was awesome and amazing! He boiled life and leadership down to the basics and engaged our audience in the process of realizing their greatest potential as humans and leaders."

—Matt Kitchie, Office of Organizational Leadership,
MIAMI UNIVERSITY





Popular Programs

"Wow!! It was a pleasure working with Brendon.
He gave a resounding kick-off!"

—Dale Pilger, Vice President,
FEDERAL MOGUL

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THE PROMISE OF LEADERSHIP: UNLEASHING HUMAN POTENTIAL

Topic: People Development

Where have all the leaders gone? And what *is* leadership anyway? These two questions set Brendon Burchard on a course to discovering the secret success strategies of today's most effective leaders. Few speakers today understand the realities of both our emerging leaders and our most seasoned executives. But as the author of *The Student Leadership Guide*, the best-selling student leadership text in the country, and *The Leader's Guide to Innovation*, a handbook used to train an 85,000 person Fortune 500 company, Brendon "gets" leadership. His leadership work has been recognized and recommended by the prestigious Robert K. Greenleaf Center for Servant Leadership, The National Leadership Institute, The International Leadership Association, The United States Naval Academy, and dozens of the top business schools around the country.

LIFE'S GOLDEN TICKET: SECRETS TO SUCCESS IN LIFE AND BUSINESS

Topic: Motivation & Personal Growth

Imagine your life is in shambles because of a disastrous relationship and a business decision has sent you tumbling over the edge of sanity into depression. Then one night rounding a dark corner in a car traveling at 85 miles an hour...everything changes. As your car careens off the highway, you hear three important questions: the questions we are all asked at the end of our lives. Those questions, and their surprising answers, inspire you to start anew, to create a different kind of life—a life guided by choice and contribution. This is your second chance at life.

This is Brendon's story. And for over a decade he has sought to earn his second chance by helping others release the past, rediscover their strengths, and resolve to making a greater difference in the world through their careers and their contributions to society.

GET OUT OF MY FACE, DUDE: THE NEW RULES OF YOUTH MARKETING

Topic: Marketing & Sales

Does your company "get" this generation? Is it wildly successful at attracting younger customers, getting them to buy, and getting them to remain loyal?

If not, there's a reason: youth marketing is harder today than ever. Waving free products (pizza anyone?) and services (a month of free wireless?) doesn't work anymore. (If it ever really did). Call this generation what you will—some have said lazy, selfish, entitled, and confused—the reality is that today's youth are more ambitious, connected, philanthropic, and savvy than any generation in history. Agree? Disagree? Let Brendon Burchard get the conversation going with your audience. Brendon is the author of the best-selling student leadership book in the country and founder of The College Success Bootcamp, the nation's premiere college success and readiness program. Brendon *knows* today's youth.

ABOVE ALL, BE CLEAR: COMMUNICATION & CONFLICT STRATEGY

Topic: Communication & Relationship Management

What do the world's best speakers and negotiators have in common? What differentiates a happy marriage from a divorce-ready couple, and a great boss from a small-time tyrant? It all comes down to simple, straightforward and largely unpracticed principles of communication and conflict—it's about how you talk, listen, argue and persuade. Armed with a Master's degree in communication and several years of experience as a relationship counselor and executive coach, Brendon teaches audiences advanced communication techniques needed to create healthy relationships at work and at home.

In this captivating session, participants learn to let down their guard; communicate with integrity and compassion; fight the urge to be controlling; effectively manage conflict; put others in the spotlight; and build more giving and fulfilling relationships.