

# Robert Stevenson

ENTREPRENEUR • GLOBAL SPEAKER • AUTHOR



## Expert at Building a High Performance Culture Improving Efficiency & Accelerating Growth

Robert is one of the most widely sought after speakers in the world today as well as a best selling author. He has owned five companies and sold internationally in over 20 countries. Robert is a man who has lived his experiences, not just studied them and he incorporates his vast knowledge into each of his custom designed programs.

Robert has spoken to over 2,500 companies throughout the world and his research in the area of corporate and entrepreneurial success is extensive. He has interviewed over 10,000 employees, managers and senior executives in over 250 industries.

Over 2 million people have benefitted from his powerful, practical, compelling and thought provoking programs.

Best-selling author of *How to Soar Like an Eagle in a World Full of Turkeys*



## EXPERIENCED • RESEARCH • EXPERT



***"Robert's presentation was absolutely amazing and nothing short of inspiring. He completely captured our audience with his high level of energy and his conviction."***



American Express  
 American Rental Assn.  
 Anheuser-Busch  
 AT&T  
 AutoZone  
 Berkshire Hathaway  
 Blue Cross Blue Shield  
 Bristol-Myers Squibb  
 Caterpillar  
 Cayman National  
 Chevron  
 Cincinnati Financial  
 Citigroup  
 Eaton  
 FedEx  
 FiServ  
 Fuji  
 Harley-Davidson  
 Hartford Financial Services  
 HBO  
 Honeywell  
 IdeaLease  
 Kellogg  
 KeyCorp  
 KFC  
 Lincoln National  
 Lockheed Martin  
 McGraw Hill  
 McKesson  
 Merrill Lynch  
 MorphoTrac  
 Mutual of Omaha  
 Prudential Financial  
 Pitney Bowes  
 Radio Shack  
 Regions Bank  
 R.R. Donelley & Sons  
 Schroders – America  
 7-Eleven  
 Southern Company  
 Southern Textile  
 Snap-On  
 Sprint  
 State Farm Insurance  
 Sysco  
 Tech Data  
 Time Warner  
 Toyota  
 Unum Group  
 Yamaha


# It's All About Delivering Meaningful, Relevant, Solutions

With over 30 years of extensive corporate and entrepreneurial experience, Robert Stevenson understands what it takes to succeed. He teaches companies how to deal with risk, competition, and the ever-changing business environment.



Robert helps prepare companies for the 21st century. With a powerful blend of experience, research, case studies and competitor perspectives, Robert's original insights help organizations, business leaders and associates understand how to unleash their future potential.

**"Your dynamic message and overall aura were phenomenal. You captured the audience's attention immediately and the standing ovation and audience engagement were a testament to your lasting impression."**



Energy, power, content, and tangible solutions are all considerations in picking a speaker, but what determines whether a speaker hits a *home run* with your audience is much more than just those components.


A great speaker doesn't just tell their story, they take the time and make the effort to understand YOUR story and unique needs.

## What makes Robert Stevenson different from other business speakers ... he isn't locked in to one topic.



Robert leads his clients through a research process intended to identify the most relevant issues affecting their business and then designs a customized program specific to those findings. Once the interviews are done and his research is complete, Robert will be able to weave together a truly relevant, thought-provoking, energetic and humorous keynote that not only provides tangible, useable solutions for your audience, but he also sets the tone for your entire event.

**Yamaha Motor Corporation** - *"I really appreciate how you researched our business in advance to tailor your materials to our needs. Your words and stories ... really 'hit home' with our dealers."*



To book Mr. Stevenson please contact the agent who sent you this information.

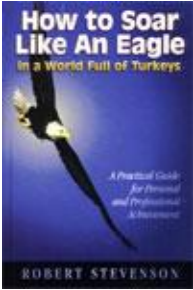
# FORTUNE 1000 COMPANIES ROBERT STEVENSON HAS WORKED FOR

(partial listing)

7-Eleven	Kentucky Fried Chicken
Aetna	Lincoln National
Airborne Freight	Lockheed Martin
American General	Maytag
American Express	McGraw-Hill
Anheuser-Busch	McKesson HBOC
AT&T	Merrill Lynch
AutoZone	Owens-Illinois
Berkshire Hathaway	Prudential
Boeing	Pitney Bowes
Bristol-Myers Squibb	State Farm Insurance
Carrier	Southern
Caterpillar	Sprint
Chevron	Target
Citigroup	Tech Data
Comcast	The Hartford
Enterprise	Time Warner
FedEx	Toyota
First Union (now Wells Fargo)	Tricon Global Restaurants
Harley-Davidson	TruServ
HBO	Verizon
Hilton	Whirlpool
Honeywell International	Yamaha
JPMorgan Chase	YRC Worldwide

## [How to Soar Like An Eagle in a World Full of Turkeys](#)

This *BEST SELLING BOOK* is a practical guide to becoming the extraordinary person everyone always wanted to be. Here are the winning strategies, techniques, methods and thoughts that will inspire, empower and motivate anyone toward a better future. This book will make the reader laugh, it will make the reader cry, but mostly it will make the reader think. How to Soar is one of the few books on the market that truly challenges individuals to improve themselves, challenges them to be better in relationships, better in business, better overall human beings. It is essential reading for anyone who seeks success.



## [Seminar on DVD: Beyond Excellence](#)

This fast-paced team building and leadership training program is filled with advice on how to become an extraordinary person in business, and in life. Using real world examples, dozens of interesting slides, and powerful true stories, Robert Stevenson delivers a high-energy leadership-training program that can help anyone to achieve higher levels of excellence. He covers a broad spectrum of ideas, including team building, leadership training, management training, team skills, accountability, dealing with stress, handling change, how to criticize, the power of laughter, how to exceed expectations, balance, and much more. Whether just starting out in business, or a seasoned professional, this leadership training video seminar focuses on all the things one who is committed to soaring above the rest must do to truly soar above and beyond excellence. The program is divided into two parts. Part One runs 45 minutes and Part Two runs for 28 minutes.



## [52 Essential Habits For Success](#)

52 Essential Habits For Success is designed to help you become a more talented, motivated, productive and successful individual. The problem with most self-help books is they burden down the reader with all the steps they must take, things they must do, lists they must write, and self-analysis they must ponder to help them become a better person. Even readers who have good intentions, find it extremely difficult to stick to the plan the author has laid out in the book. So, instead of mapping out a total plan of action you probably won't adhere to, Mr. Stevenson has designed a simple way for you to condition your mind with powerful success habits, that when used, will be the driving force behind your future success. He plans to instill 52 essential habits into your mind with no major studying, practicing, drilling or rehearsing. In fact, it will be done pretty effortlessly if you will follow his one simple set of instructions.



## [Pocketful of Tweets on Success](#)

I have found that sometimes it just takes one quote, one thought, one phrase that will serve as a spark to get you on a path to success. I have also found in this fast paced world, people want all the clutter removed when it comes to getting the answer; people don't want a lot of commentary because they simply don't have the time. So, keeping those points in mind, I decided to write a Get-to-the-Point, Cut-to-the-Chase, Give-it-to-me-Fast book on practical principles that are short and to-the-point. I also decided to write each quote in the form of a Tweet (140 characters or less) so they could easily be shared via Twitter. These principles are sure ways to help you succeed in this ever-changing, highly competitive world we live in.



# Engagement Fee Schedule for Mr. Robert Stevenson

One feature that has pleased Mr. Stevenson's clients is his ability to adapt programs to meet their particular needs. This program needs to feel as if it is YOUR program, designed specifically for your group ... with appropriate content, humor, visual aids, and group participation; this is where he excels. We understand that preparation is the critical element required to insure the success of every presentation. Mr. Stevenson spends a considerable amount of time preparing for each program to insure it is tailored to meet your specific needs.

***Your investment includes all preparation and planning time.***

	<b>FEE Plus Expenses</b>	<b>FLAT FEE All Expenses Included Except Hotel Room</b>
<b>Up to 90 minute speech .....</b>	<b>\$ 10,000</b>	<b>\$ 11,500</b>
<b>Seminar/Workshop 1/2 Day .....</b>	<b>\$ 13,000</b>	<b>\$ 14,500</b>
<b>Seminar/Workshop Full Day ....</b>	<b>\$ 16,500</b>	<b>\$ 18,000</b>

**Fee Plus Expenses Explanation:** Expenses include, but are not limited to portal-to-portal travel expenses ... air travel (upgradeable coach) from Tampa (FL) International Airport (or specified location), ground transportation, lodging (if required), meals, A/V equipment, seminar room fee, etc.

**Flat Fee Explanation:** All travel (air & ground) and food expenses are included in the fee. Mr. Stevenson's hotel room is to be paid by the client and should be billed to the client's master account. (This is for continental United States only)

**\* Effective Date January 1, 2016 \***

For further information in regards to booking Mr. Stevenson please contact the person, agent or meeting planner who sent you this information:

# It's Your Program So Don't Limit Yourself To A Title Or Program Description

What separates Robert Stevenson from other speakers is his ability to tailor his programs to meet the specific needs of his clients. It's your program and you know your audience. Rather than select a standard program a speaker offers, why not assist Mr. Stevenson to design one that will be the most useful to your group?

**Yamaha Motor Corporation** - *"I really appreciate how you researched our business in advance to tailor your materials to our needs. Your words and stories really ... 'hit home' with our dealers."*

**Alabama Primary Healthcare Association** - *"You took the time to understand our audience, the challenges they are facing, and the language they speak. You dug deep into the meat of our industry and put together timely insightful presentations that resonate with our audience."*

**Stiles Machinery** - *"You should know that your two presentations rated the highest of the conference. This is no doubt due to the customization of your material as well as the content being filled with practical information."*

**Wolters Kluwer** - *"I received countless accolades for hiring you. Your customization and understanding of our business were key."*

It always helps to have some thoughts, ideas, and topics identified to help clients to create THEIR own program. In the pages that follow, you will have program descriptions with different topics, overviews and objectives. Feel free to check off anything you feel would be helpful for him to cover in his program and he will see that it is included in your customized presentation.

The topics he covers will be extremely effective because you will have chosen those that will have the greatest impact on your group. If you have a theme in mind, that's great; he will weave it in throughout his entire program with customized slides. If you don't see a topic that is exactly what you want, he will be happy to discuss with you what it is you are looking to accomplish.

**The final result is a presentation that is totally relevant to your organization.** So, get out a red pen and go through the following program descriptions and check-off anything you feel would be helpful for your group.

Let's get started. ✓

# DIFFERENT TITLES OF PROGRAMS ROBERT STEVENSON HAS PRESENTED

ShowTime  
Wow! Is Now!  
Taking the Lead  
Successful Selling  
I've Got Your Back  
The Sky's the Limit  
Unleashing Excellence  
Spicing Up Your Sales  
Communicate Solutions  
Accepting the Challenge  
How the Best Get Better  
Your Recipe for Success  
Driving Peak Performance  
Building the Winning Hand  
Maintaining Your Momentum  
Essential Habits for Success  
Knowledge Quest for Success  
Riding a New Wave to Success  
Mastering the Waves of Change  
The Art of Making a Presentation  
Great Soft Skills Lead to Success  
Maintaining Maximum Momentum  
Dealing with the Winds of Change  
The Winds of Change are Howling  
Moving Forward In Changing Times  
Innovation is the Catalyst to Survival  
Going from Ordinary to Extraordinary  
Catching the Right Wave to Success  
You've Got to Make Them Say Wow!  
How to Become a Master Wave Rider  
Sand to Pearl – Cultivating Excellence  
Manufacturing at the Speed of Change  
Achieving Success in a World of Change  
Team Building – Changing “Me” into “We”  
Embracing Change for Growth & Success  
Creating “Want To” Rather Than “Have To”  
Coping, Controlling, Capitalizing on Change  
The Balancing Act of Great Customer Service  
The Bridge Between Technology and Business  
Excellence: The Ultimate Competitive Advantage  
Obtainable – Sustainable – Maintainable - Growth  
How to Soar Like an Eagle in A World Full of Turkeys  
Wow Me ! Amaze Me ! Astonish Me ! ... and I'll Be Back  
Making a Stronger Chain with Your Most Valuable Asset  
If You Don't Like Change You are Going to Hate Extinction  
The Leadership Formula: It's a PROCESS ... not an EVENT  
Time Management – Controlling Your Most Valuable Commodity  
Re-Thinking, Re-Designing, Re-Directing Your Organization's Future  
Sustainable Growth - When A Powerful Corporate Culture Fuels Critical Core Competencies

**It's Your Program  
So Don't Limit  
Yourself  
To A Title  
Or  
Program  
Description**

# DIFFERENT TITLES OF PROGRAMS ROBERT STEVENSON HAS PRESENTED

(continued)

Execute

The Road to Oz

Mission Possible

United We Stand

The Balancing Act

Raising the Stakes

Beyond Excellence

In for the Long Run

The Sky's the Limit

Building of Success

Going the Extra Mile

Execution Excellence

Rise to the Challenge

Striving to Be the Best

Soaring to New Heights

It's Race Day Every Day

Taking Care of Business

Making a Stronger Chain

A Formula for Flying High

World Class Performance

The Power of Partnerships

Building Toward the Future

WIIFM – What's In It For Me

Essential Habits for Success

Success is all About Choices

Succeeding in Volatile Times

Dealing With the Competition

Where Do We Go From Here

How to Ignite Your Workforce

Turning Research Into Results

Creating some Business Magic

How to Succeed with Teamwork

Leadership in a Changing World

Striving for Tomorrow's Success

Creating Some Restaurant Magic

How to Set Goals & Reach Them

The Transformation of "Me" to "We"

The Importance of the Extra Degree

The Long and Winding Road to Success

How Managers can Help their Employees

Communicating Tactics Across Generations

Tough Times Don't Last – Tough Teams Do

Building Long-Term Customer Relationships

Seeking Excellence – Optimum Performance

Creating Some **(Your Company Name)** Magic

Innovation – The Relentless Pursuit of Excellence

Bringing Out The Best at **(Your Company Name)**

The Answers to Successful Selling are all 4 Letter Words

Mastering the Waves in a Changing Economic Environment

The Ability to Communicate is the Single Most Important Skill Determining Your Success in Life

**He can build a program around ...**

- ✦ Theme of your meeting
- ✦ Issues you want addressed
- ✦ Corporate Culture
- ✦ Critical issues of the day
- ✦ Changes you want reinforced

It's your meeting  
so let him  
make it  
***YOUR PROGRAM***



# PEAK PERFORMANCE

## Title:

### *How the Best Get Better*

#### OVERVIEW:

*"In life as in nature, today's peak will be tomorrow's foothill."* Anon.

This double-edged sword presentation cuts to the core of performance, both business and personal performance. Mandates from management throughout the country all seem to be singing the same song: *If we are going to remain successful and be players in the marketplace both now and in the future, we must constantly strive to learn more, improve our quality of service, increase customer satisfaction, increase market share and do it in less time with fewer people.*

To keep elements for success effective, to facilitate individuals performing at their Optimum Level, it sometimes takes a catalyst of rare ingredients to first ignite the fire and then keep it blazing. This **Peak Performance** program was designed to be the catalyst to get things moving, and also teach techniques to keep it going.

#### FOUNDATION:

- ▶ Peak performance is a way of work, not a mad dash to a single goal.
- ▶ Both innovation and motivation must be present to excel.
- ▶ Doing it the way you have always done it will not get you what you have always gotten. In today's highly competitive, ever-changing business environment, you can never become what you need to be by remaining what you are.

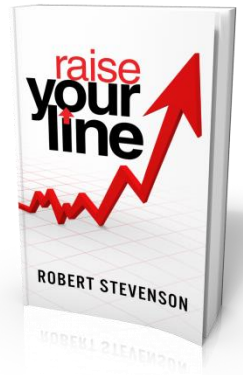
#### PARTICIPANTS WILL BE ABLE TO:

- ▶ Renew past convictions
- ▶ Deal with handling and accepting change
- ▶ Identify optimum effort, from customer service to mopping the floors
- ▶ Delve into revamping, removing, and limiting personal paradigms
- ▶ Utilize multiple ways to deal with stress
- ▶ Explain the most common trait of all successes

# PEAK PERFORMANCE

Title:

**RAISE YOUR LINE**



## OVERVIEW:

This program is a roadmap to business success. It is the perfect combination of proven business tactics solidly grounded in years of research. Mr. Stevenson is an expert at building a high performance business culture and this program, *based on his new book, bearing the same title*, contains winning strategies, techniques, methods, thoughts, principles and key habits for success that will empower anyone towards a better future. **Raise Your Line** offers guidelines and practical to-do's to help any company or person succeed in business. In this program, Mr. Stevenson walks attendees step-by-step, through how to improve their business performance, leadership skills, and reach their career goals.

## FOUNDATION:

This program is based on twenty-five years of research from over 10,000 interviews Mr. Stevenson has personally conducted with employees, managers and senior executives in over 250 industries. Not only does Mr. Stevenson identify and explain the things attendees should work on improving, he then tells them how. **Raise Your Line** will help anyone become more focused in everything they do; it is an action-oriented program with specific steps to take that are relevant to high performing winners.

## PARTICIPANTS WILL BE ABLE TO:

- ▶ Shorten their learning curve and advance both personally and professionally by applying these proven practices
- ▶ Apply the extensive leadership lessons into simple and actionable steps
- ▶ Raise their level of success
- ▶ Increase profitability, communication, cooperation and improve customer service
- ▶ Show you how to differentiate themselves and company from their competition
- ▶ Understand the importance that customer service brings to the success of any company

Note: Mr. Stevenson's new book

**OFFERS 100 RULES for SUCCEEDING in BUSINESS.**

Because he feels so strongly about how this book can help anyone or company succeed, he is offering a substantial reduction in the price for his book for any client who combines the program with a volume book purchase.

# CHANGE

## Title:

### ***If You Don't Like Change - You are Going To Hate Extinction***

#### **PROGRAM OVERVIEW:**

***"When you're finished changing, you're finished."*** (Benjamin Franklin)

Change is a constant. You can either choose to embrace it or watch as your business disintegrates right before your eyes. Everyone is standing on shaky ground. Today's ***King of the Mountain*** could be tomorrow's case study on failure. Kmart, IBM, and American Express have all found out the power of change, from a position of power to a fight for survival. Radio Shack, Kodak, and Blockbuster, all went bankrupt and ultimate reason for their demise was change.

When a company increases the value offered to a customer by improving the product, enhancing service, offering better technology or increasing efficiencies, the competition must follow. The customer wants it better ... they want it easier to use ... they want it cheaper ... they want it now. Even now, in today's tenuous economy, it is the customer who is driving the ship. No matter what else is happening, it is the customer who is choosing when and where to spend their money. This program explores change ... the successes, the failures, the reasons behind both and how to capitalize on the opportunities that are created because of change.

#### **FOUNDATION:**

- ▶ Change is an inevitable part of life
- ▶ Before asking others to change, change yourself first
- ▶ By embracing the concept of change, one embraces the future

#### **PARTICIPANTS WILL BE ABLE TO:**

- ▶ See change as an inevitable opportunity
- ▶ Examine personal beliefs about change
- ▶ Develop a positive attitude toward living in a constantly changing environment
- ▶ Understand that the idea receiving the most resistance is probably the best idea
- ▶ Capitalize on thinking 'outside the box'
- ▶ Deal with the ever-changing needs of the customer
- ▶ Teach the process of stimulating ideas
- ▶ Realize that change is never final nor always right
- ▶ Recognize the value and importance of change

# GROWTH

## Title:

### **Sustainable Growth** **When A Powerful Corporate Culture Fuels Critical Core Competencies**

#### **PROGRAM OVERVIEW:**

Throughout the world, technological change and global competition continue on their relentless and disruptive path of uncertainty and volatility. Compounded by the current economic external threats of weakening consumer demand, growing unemployment, tight credit and collapsing housing markets, it is no surprise that many companies today are facing critical decisions on how to survive. **Mr. Stevenson has designed this program to help companies, organizations and associations not only survive ... but thrive in these types of conditions.**

**“Corporate Culture”** is the fundamental character or spirit of an organization that influences the loyalty and general behavior of its employees. When you learn how to combine ***The Right Corporate Culture*** with ***The Right Core Competencies***, your organization will begin to thrive.

#### **FOUNDATION:**

Having employees fixing problems after-the-fact costs more and results in upset customers. Identifying potential opportunities for the organization creates the possibility for higher profits. **Mr. Stevenson’s program will help to show you how to get all your employees to think like an owner**, proactively recognizing problems and opportunities.

#### **PARTICIPANTS WILL BE ABLE TO:**

- Identify core competencies for success
- Recognize the true values and beliefs of your organization
- Learn how to establish and maintain the *Right Corporate Culture*
- Eliminate hindering, unnecessary, and delaying policies and procedures
- Appreciate the foundation of an enterprise is based on those you serve
- Stimulate the sharing of more ideas, suggestions, and recommendations
- Understand how to create an environment that will encourage innovations
- See that the full measure of management is based on achievements not just setting goals
- Realize the importance of people being able to challenge the “Norm” without fear of reprisal
- Multiply the performance of the organization by putting to use the full talents of all employees
- Create a *Culture of Responsibility* where all employees take accountability for their tasks & duties

# LEADERSHIP

## Title:

### *The Leadership Formula*

#### PROGRAM OVERVIEW:

*"The energy in a business radiates from its leaders  
and affects every aspect of the organization."*

Anon.

The Leadership program focus is on practical, insightful and useful skills that help to make relationships work and companies prosper. Designed with the goal of helping companies thrive in today's marketplace, Mr. Stevenson identifies how to start, maintain, and deepen working relationships. This program starts with the nine elements of the Leadership Formula then delves even deeper into the philosophy of relationships. Mr. Stevenson addresses courage and challenge, confidence and commitment, compassion and communication, change, cooperation, and control.

#### FOUNDATION:

- ▶ People not Procedures
- ▶ Action not Talk
- ▶ Want To not Made To
- ▶ Desired not Required
- ▶ Showing not Shouting
- ▶ Flexible not Fixed
- ▶ Listening not Telling
- ▶ Caring not Bottom Line
- ▶ It's a Process – Not an Event

#### PARTICIPANTS WILL BE ABLE TO:

- ▶ Open two-way channels of communication
- ▶ Establish rapport
- ▶ Develop respect
- ▶ Recognize effort
- ▶ Provide effective encouragement
- ▶ Deal with differing viewpoints
- ▶ Improve listening skills
- ▶ Encourage and solicit suggestions
- ▶ Master the skills to gain willing cooperation

# **CUSTOMER SERVICE**

## **Title:**

### ***Making Customers Want to do Business with You***

#### **PROGRAM OVERVIEW:**

***"There is only one boss, the customer, and they can fire everybody in the company ... from the Chairman on down ... simply by spending their money somewhere else."*** (Sam Walton)

This program deals with dispelling the theory that the customer is always right. Whether it was selling a Dixie cup of lemon-aid on the sidewalk or closing a multimillion-dollar deal, anyone who has ever dealt with a customer knows the customer is not always right. Many times the customer is wrong, very wrong; however they are still the customer. This Customer Service program addresses how to keep customers spending their money at your organization without giving away the farm. By exploring not only in the initial sell, but also addressing how to improve repeat and referral business, this program will provide concrete examples of ways to improve your selling techniques. This program has been designed as an educational, interactive seminar for anyone who has customer contact, from Executives, Managers, and Supervisors to Hourly Personnel.

#### **FOUNDATION:**

- ▶ Anyone who has customer contact is a sales person
- ▶ One dissatisfied customer can destroy months worth of positive work
- ▶ Never underestimate the power of word-of-mouth
- ▶ The customer is right only if it is right for the business

#### **PARTICIPANTS WILL BE ABLE TO:**

- ▶ Identify the definition of Excellent Customer Service for your industry
- ▶ Understand the power of customer perception
- ▶ Consider alternative methods for improving customer satisfaction
- ▶ Recognize problem areas
- ▶ Accept and assign responsibility
- ▶ Empower your front line service people
- ▶ Address the needs and wants of your customers
- ▶ Prioritize activities to more effectively address those customer needs and wants
- ▶ Respond appropriately to customer complaints after reviewing customer feedback
- ▶ Allocate customer service resources more profitably
- ▶ Establish, implement and review Service Standards for better customer service
- ▶ Analyze strategies for Optimum Customer Service - Building the culture from within

# SUCCESS

Title:

## Essential Habits For Success

### PROGRAM OVERVIEW:

**WHY IS IT THAT SOME PEOPLE SUCCEED WHILE OTHERS FAIL? THAT ANSWER SEEMS TO ELUDE MOST PEOPLE.** With over two decades of research having interviewed over 10,000 employees, managers and senior executives in over 250 industries, Mr. Stevenson has amassed an enormous data base on the subject of SUCCESS. Combine that research with countless hours of listening to some of the greatest trainers of this century, reading innumerable books, magazines, newspapers and periodicals and preparing over 2,500 speeches customized for his clients specific needs ... he has been able to compile what he feels are the ***Fifty-Two Essential Habits For Success***. These are habits he has learned from some of the most successful people who have ever lived.

More importantly, Mr. Stevenson has designed a study method so “**simple**” that he will be able to show your attendees how to master all the habits and make them a part of their daily life. A method that will only take a couple of minutes a day. ***The beauty of his study method is in its simplicity.*** If your goal is to make your company and people more successful than this program is a must for you. ***The program is designed to not only help individuals become more talented, motivated, productive, and successful but help companies do the same.***

### PROGRAM FOUNDATION:

- ▶ Bad habits are the core causes of failure
- ▶ 40% of the actions people perform each day aren't from decisions, they are from habits
- ▶ Self-awareness, self-vigilance, and self-discipline are necessary to break bad habits
- ▶ Having good habits will reduce errors, complications, stress, and unnecessary costs
- ▶ Good habits increase effectiveness, profitability, efficiencies, and productivity
- ▶ Focus on developing one good habit at a time

### PARTICIPANTS WILL BE ABLE TO:

- ▶ Identify bad habits that damage them personally - their reputation, work and career
- ▶ Understand how to replace bad habits (poor acquired behavior patterns) with good ones
- ▶ Identify the benefits of good habits and help them commit to them
- ▶ Appreciate they can improve their habits all by themselves
- ▶ Understand the importance of sharing good habits with associates
- ▶ Recognize good habits ...
  - reduces uncertainty, creates a culture of excellence,
  - helps standardize proper procedures, generate feelings of happiness and security
- ▶ Understand how to acquire 52 powerful success habits

# SALES

## Title:

### *The Answers to Successful Selling Are All Four Letter Words*

#### PROGRAM OVERVIEW:

The art, discipline, techniques of selling have traveled many different paths over the centuries. Whether one is doing research or actually working in businesses it is obvious the path to selling effectively has gone from simple to highly sophisticated and back again. This program doesn't mean to oversimplify the process of selling something, but it will make it understandable and easy to implement by sticking to the basics. The program breaks down the Art and Science of Selling into a no-nonsense set of guidelines that will make even the most novice of salespeople a success.

#### FOUNDATION:

- ▶ Selling is both an art and a science
- ▶ A good salesperson truly cares about their customer
- ▶ Successful sales arise from the feeling of responsibility to help the customer

#### PARTICIPANTS WILL BE ABLE TO:

- ▶ Appreciate the power of being fully prepared
- ▶ Learn how to handle and overcome objections
- ▶ Ask better questions
- ▶ Listen what the customer is really saying
- ▶ Realize the importance of getting detailed information
- ▶ Close the sale
- ▶ Appreciate the importance of following up after the sale
- ▶ Understand and use the following successfully ...
  - SHOW the customer ... DON'T TELL THEM
  - FEEL what the customer FEELS
  - LOOK to see how and if you can HELP
  - HEAR what the customer HEARS
  - MAKE CALL after CALL after CALL – the power of prospecting
  - LEAD the customer
  - SEEK to FIND out their situation
  - WORK HARD
  - LOVE what you are doing
  - Get the customer to TALK
  - GIVE MORE ... TAKE LESS
  - CARE MORE



# INNOVATION

## Title:

### **Innovation - The Relentless Pursuit of Excellence**

#### PROGRAM OVERVIEW:

Simple words like “*Why*” or “*What if*” can save a company if asked at the right time. Great leaders see challenges as an invitation for the group to test, justify, explain, and prove ideas. They welcome vigorous dialogue and debate. They see argument and disagreement as catalysts to better solutions. Unfortunately, some **managers / bosses / CEOs / companies** have instilled such an environment of fear that they seldom, if ever, have anyone question their ideas, policies, procedures, or methods. In an environment where the *Top 10 In-Demand Jobs* today did not exist in 2004 and the amount of technical information in the world is doubling every 2 years, innovation has become one of the critical functions of survival for companies today.

Great managers have no problem admitting a policy or procedure just doesn’t work anymore. They understand ***you cannot become what you need to be by remaining what you are.*** This program will teach your participants how to delve, inquire, forget the past, try a clean slate, rewrite the rulebook, involve other fields of expertise, look from a different angle, try to find a 2nd right answer, along with the importance of involving all departments and levels of experience. It will show them how to inspire, exchange ideas, share experiences, describe challenges, have a shared sense of purpose, and learn from each other. If you want to create an ***Innovative Environment*** where your people will understand the power and purpose of openly and candidly challenging the rules, understanding the genius of subtraction rather than addition, appreciate that the ***Hero is the one with ideas*** and how “not” to succumb to the destructive power of traditional mindsets ... then this program is for you.

#### FOUNDATIONS:

- ▶ To understand, *How to INNOVATE*, you first should identify, *Why to Innovate*
- ▶ You cannot become what you need to be by remaining what you are
- ▶ Challenging points of views keep companies healthy
- ▶ Healthy companies constantly reinforce the reasons why it is critical to keep improving

#### PARTICIPANTS WILL BE ABLE TO:

- ▶ Learn how to get a unified commitment from their department / team
- ▶ Identify and understand the *Essential Habits for Success* for their company/industry
- ▶ See the importance of asking and answering the “What If’s”
- ▶ Get all employees involved in looking for ways to grow their business
- ▶ Look at their company through the “Eyes of Their Enemies” and identify weaknesses they might exploit

# **TEAM BUILDING**

## **Title:**

### ***I've Got Your Back***

#### **PROGRAM OVERVIEW:**

For your company or organization to succeed in this highly competitive, ever changing environment you need to be certain you are running at peak performance. All resources must be utilized to full potential. When considering the resources of an organization, its most valuable asset is always its human resources. To be able to maximize results, you need to be able to maximize Operations, Preparations, Motivations, and Expectations. Mr. Stevenson has developed a program that addresses the many aspects of teamwork and how to make it function at its optimum potential.

#### **FOUNDATION:**

- ▶ “I’ve Got Your Back” mentality creates a winning culture
- ▶ Cooperative teams are more productive
- ▶ Teamwork improves the organization
- ▶ How to foster at team mentality

#### **PARTICIPANTS WILL BE ABLE TO:**

- ▶ Incorporate the attitude of watching out for each
- ▶ Change Reactive or Inactive to Proactive
- ▶ See that conflict can be productive
- ▶ Handle change as a unit
- ▶ Strengthen the weakest link
- ▶ Inspire individuals to accelerate the group
- ▶ Develop REAL communication...
- ▶ Listen with an unprejudiced mind
- ▶ Understand dialogue - what it is AND what it is not

# **COMMUNICATION**

## **Title:**

### ***The Single Most Important Skill Determining Your Success in Life***

#### **PROGRAM OVERVIEW:**

***"...all too often talking is mistaken for communication..."*** Savage

Communication is an interactive event between two or more individuals; a give and take of thoughts, wants, or needs. Communication is a skill that must be learned and practiced regularly in order to be successful at it. The Communication program was designed using proven and powerful communication techniques intended to call the audience to action, calling them to examine their own skills, and then calling them to actively practice improving those skills.

#### **FOUNDATION:**

- ▶ Communication is a learned behavior that must be practiced
- ▶ Communication is more than the ability to form words
- ▶ Effective listening is the most important skill in communication
- ▶ Before a person will listen there must be rapport
- ▶ Rapport is built from trust
- ▶ Without confidence there can never be rapport or trust

#### **PARTICIPANTS WILL BE ABLE TO:**

- ▶ Understand how to develop Trust, Confidence and Rapport
- ▶ Learn the 9 ways to transform their personal impact
- ▶ Develop Verbal, Vocal and Visual communication skills
- ▶ Enhance their "Likeability" and "Personality" factors
- ▶ Learn the effective use of humor
- ▶ Incorporate Neuro-Linguistic techniques
- ▶ Understand representational systems: Visual, Auditory and Kinesthetic
- ▶ Refine their listening skills
- ▶ Handle objections properly

# **STRATEGIC PLANNING**

## **Title:**

### **Riding A New Wave To Success**

#### **PROGRAM OVERVIEW:**

Mr. Stevenson has developed this program to facilitate the Strategic Planning process. This program enables the organization to get a handle on what it is doing right, where it can improve, and what must be done to reach the goals being set. Some of the greatest experts on any business are a firm's own people. Utilizing various aspects of dynamic interaction, Mr. Stevenson will take full advantage of the brainpower sitting in the room. With Robert as the catalyst driving the audience, everyone will get involved and in no time be combining their collective brilliance to accomplish far more than previously thought possible.

At the end of the program there will be a detailed account of what is going right, and what needs improvement. Additionally the group will produce a prioritized strategic action plan intended to improve the organization and better prepare it for today's highly competitive and ever changing environment. This seminar will prove to be one of the best allocations of corporate resources ever authorized.

#### **FOUNDATIONS:**

- ▶ Human resources are a company's most valuable asset
- ▶ Collective problem identification can be very productive
- ▶ Empowering employees results in more energized ideas
- ▶ Involving your people in the problem solving process is the most efficient way to produce multiple workable solutions
- ▶ An established Focused Action Plan aligns the organization towards common goals

#### **PARTICIPANTS WILL BE ABLE TO:**

- ▶ Establish open, candid communication between team members
- ▶ Have all team members addressing critical issues
- ▶ Understand that each issue will result in written responses from each team
- ▶ Share written responses with the entire audience
- ▶ Get everyone involved, making it fun while creating a contagious level of high energy
- ▶ Empower individuals to take action
- ▶ Understand that with each new issue there will be... more interaction, new responses and a new team member addressing the audience

# Time Management

## Title:

### ***Controlling Your Most Valuable Commodity***

#### **PROGRAM OVERVIEW:**

***“Time is the epitome of a non-renewal resource, once past, it can never be recaptured.”*** (Anon)

Understanding that time is an organization's most valuable commodity is the first step, the easy part. Learning how to use this valuable commodity judiciously, with the reverence it deserves, is the hard part.

Effective time management is actively making things happen that will advance you toward your goal, rather than just letting things happen. No matter how efficient an individual or an organization is, productivity will increase exponentially with efficient use of time.

***“...time is what we want most, but alas, we use worst...”*** (William Penn)

#### **FOUNDATION:**

- ▶ Wise resource management
- ▶ Simple principles - huge results
- ▶ Self discipline and an atmosphere of support
- ▶ Balance is key

#### **PARTICIPANTS WILL BE ABLE TO:**

- ▶ Understand the necessity of a commitment being made for effective time management
- ▶ Identify self-imposed Time Wasters
- ▶ Identify system-imposed Time Wasters
- ▶ Utilize the four basic steps of effective time management
- ▶ Determine more precisely where your time is going
- ▶ Find out how much of the day is really free and uncommitted
- ▶ Implement effective Immediate, Intermediate and Long Range goals
- ▶ Determine the unifying principles of both your business and personal life
- ▶ Explain how to Analyze, Prioritize, Implement & Evaluate

# Goals

## Title:

### **Dreams with Deadlines**

#### PROGRAM OVERVIEW:

*“If you don’t know where you are going, how will you know when you got there?”*

It is one thing to want something to happen but it is quite a different thing to actually set goals and then know how to make them happen. It takes goals, plans and action to accomplish anything. A dream without a deadline won’t become a reality. This program is designed to show you not only how to decide on what goals you need to set but also how to design a program to where you will be able to reach them.

**WHO YOU ARE TOMORROW IS A DIRECT RESULT OF WHAT YOU DO TODAY  
WHEN YOU COMMIT TO BEING DISCIPLINED YOU CAN PREPARE FOR BEING SUCCESSFUL**

### ***Establishing SMART Goals, Objectives & Direction***

**Specific, Measurable, Attainable, Realistic, Timely**

#### FOUNDATION:

- ▶ All goals must be **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**imely
- ▶ People with goals make more money and are more successful than people without goals
- ▶ Successful people have structure and plans
- ▶ Goals can change – not having them can’t

#### PARTICIPANTS WILL BE ABLE TO:

- ▶ Understand the importance and power of establishing goals
- ▶ Appreciate the power and significance of creating deadlines
- ▶ Identify the skills and knowledge necessary to obtain their goals
- ▶ Develop a plan of action
- ▶ Appreciate that failure is part of the process
- ▶ Recognize where they are and where they need to be going
- ▶ See how the establishment of goals along with a plan of action makes things happen
- ▶ Value the importance of balance and incorporate it into their daily lives

***Nothing can go according to plan ... if you have no plan.***

Also available  
are pdf. flyers  
to announce  
the program  
to your  
participants

Here are two examples

New Program by Robert Stevenson

# Sustainable Growth

WHEN A POWERFUL  
CORPORATE CULTURE  
FUELS CRITICAL CORE  
COMPETENCIES

For the last two decades Mr. Stevenson has worked with over 2,500 companies/organizations in over 250 different industries.

He has also interviewed over 10,000 employees, managers and senior executives.

The knowledge he has gained from working with these companies has given him an incredible insight as to what it takes to create the RIGHT corporate culture.





# SUSTAINABLE GROWTH

## WHEN A POWERFUL CORPORATE CULTURE FUELS CRITICAL CORE COMPETENCIES

### PROGRAM OVERVIEW:

Throughout the world, technological change and global competition continue on their relentless and disruptive path of uncertainty and volatility. Compounded by the current economic external threats of weakening consumer demand, growing unemployment, tight credit and collapsing housing markets, it is no surprise that many companies today are facing critical decisions on how to survive. **Mr. Stevenson has designed this program to help companies, organizations and associations not only survive ... but thrive in these types of conditions.**

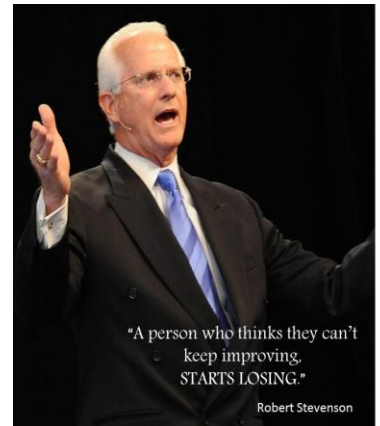
**“Corporate Culture”** is the fundamental character or spirit of an organization that influences the loyalty and general behavior of its employees. When you learn how to combine **The Right Corporate Culture** with **The Right Core Competencies**, your organization will begin to thrive.

### FOUNDATION:

Having employees fixing problems after-the-fact costs more and results in upset customers. Identifying potential opportunities for the organization creates the possibility for higher profits. **Mr. Stevenson’s program will help to show you how to get all your employees to think like an owner**, proactively recognizing problems and opportunities.

### PARTICIPANTS WILL BE ABLE TO:

- Identify core competencies for success
- Recognize the true values and beliefs of your organization
- Learn how to establish and maintain the *Right Corporate Culture*
- Eliminate hindering, unnecessary, and delaying policies and procedures
- Appreciate the foundation of an enterprise is based on those you serve
- Stimulate the sharing of more ideas, suggestions, and recommendations
- Understand how to create an environment that will encourage innovations
- See that the full measure of management is based on achievements not just setting goals
- Realize the importance of people being able to challenge the “Norm” without fear of reprisal
- Multiply the performance of the organization by putting to use the full talents of all employees
- Create a *Culture of Responsibility* where all employees take accountability for their tasks & duties



New Program by Robert Stevenson

52

ESSENTIAL HABITS FOR SUCCESS

Mr. Stevenson has taken his highly successful book  
and made a 60 – 90 minute program  
perfect for any organization striving to improve  
in all aspects of what they do.



# SUCCESS

## 52 ESSENTIAL HABITS FOR SUCCESS

### Program Overview:

**WHY IS IT THAT SOME PEOPLE SUCCEED WHILE OTHERS FAIL? THAT ANSWER SEEMS TO ELUDE MOST PEOPLE.** With over two decades of research having interviewed over 10,000 employees, managers and senior executives in over 250 different industries, Mr. Stevenson has amassed an enormous data base on the subject of SUCCESS. Combine that research with countless hours of listening to some of the greatest trainers of this century, reading innumerable books, magazines, newspapers and periodicals and preparing over 2,500 speeches customized for his clients specific needs ... he has been able to compile what he feels are the ***Fifty-Two Essential Habits For Success***. These are habits he has learned from some of the most successful people who have ever lived.

More importantly, Mr. Stevenson has designed a study method so “**simple**” that he will be able to show your attendees how to master all the habits and make them a part of their daily life. A method that will only take a couple of minutes a day. ***The beauty of his study method is in its simplicity.*** If your goal is to make your company and people more successful than this program is a must for you.

***The brilliance in the program he has designed is how it will not only help individuals become more talented, motivated, productive, and successful***

**Program Foundation:** ***but how it will help companies do the same.***

- ▶ Bad habits are the core causes of failure
- ▶ The subconscious mind works 30,000 faster than the conscious mind and you can tap that power
- ▶ 40% of the actions people perform each day aren't from decisions, they are from habits
- ▶ Self-awareness, self-vigilance, and self-discipline are necessary to break bad habits
- ▶ Having good habits will reduce errors, complications, stress, and unnecessary costs
- ▶ Good habits increase effectiveness, profitability, efficiencies, and productivity
- ▶ Focus on developing one good habit at a time

### Participants will be able to:

- ▶ Identify bad habits that damage them personally - their reputation, their work and their career
- ▶ Understand how to replace bad habits (poor acquired behavior patterns) with good ones
- ▶ Identify the benefits of good habits and help them commit to them
- ▶ Appreciate they can improve their habits all by themselves
- ▶ Understand the importance of sharing good habits with associates
- ▶ Recognize good habits ...
  - reduces uncertainty
  - creates a culture of excellence
  - helps standardize proper procedures
  - generate feelings of happiness and security
  - require less thought and energy allowing the mind to work on other tasks
- ▶ Understand how to acquire 52 powerful success habits



# Testimonials

*Brochures describe  
what you are suppose to do.*

*Testimonials describe  
what you did.*

# Testimonials for Robert Stevenson

## THE NATIONAL SOCIETY OF LEADERSHIP AND SUCCESS

"We truly appreciate your efforts in delivering an outstanding presentation for our broadcast from Texas A&M University Commerce. Here are just a few of the comments we received after your program on Facebook, Twitter and via email from our chapter leaders: ♦ ***I just drank from a fire hose of knowledge. I have gained so much tonight.*** ♦ ***I felt was the most charismatic and inspiring speaker so far. I loved his PowerPoint presentation. He was humorous as well as being very dynamic. He was relatable and I thoroughly enjoyed his entire presentation.*** ♦ ***Mr. Stevenson was engaging and entertaining along with providing a powerful message. He gave great examples from his life experiences and his side presentation clearly illustrated his points. The students left feeling like they were ready to get actively involve and make a difference in their spheres of influence.*** ♦ ***Everyone was blown away with Robert Stevenson – loved his energy, funny, made good points. Students were taking a lot of notes. Robert, we were thrilled to have you as part of our broadcast speaker series.***"



## FEDEx - GLOBAL LEADERSHIP INSTITUTE – 1<sup>ST</sup> PROGRAM

**"Robert Stevenson's presentation was absolutely amazing and nothing short of inspiring.** He completely captured our audience with his high level of energy, his conviction, and the undeniable truth of his message. Robert did his homework and we appreciate all the preparation. It made **the presentation feel like it was custom designed for our specific industry. We have had many speakers, but never any like Robert!** Attached are the survey results from the two FedEx Leadership Live! sessions- **they loved him and want more.** We look forward to having him come back again in the future."

## FEDEx - GLOBAL LEADERSHIP INSTITUTE – 2<sup>ND</sup> PROGRAM

Wow – you certainly did it again! Your survey results were fabulous. Here is just a sampling of the countless write-in comments we received.

♦ ***Very riveting presentation; simple, profound and easy to grasp.*** ♦ ***This presentation should be mandatory for all management levels.*** ♦ ***Mr. Stevenson was high energy, engaging, the right balance of facts and fun, clear message ... coworker commented to me he hated to see it end!!! What a compliment! All employees can benefit from his message.*** ♦ ***He brought to life new concepts and encouraged sharing your ideas regardless of how long you have been with the company. His presentation was stimulating, informative and fun.*** ♦ ***He is a wealth of knowledge and very pertinent to our business. This should be a mandatory event.*** ♦ ***Great analogies. His examples and energy were phenomenal.*** ♦ ***I feel this message was an absolute WINNER! Robert, thank you so much for making us look great!***



# Testimonials for Robert Stevenson

## PRUDENTIAL LIFE INSURANCE

“Thank you for your presentation at last night's Pru MDRT Event. **You captured the audience's attention immediately** and consistently maintained their interest throughout your presentation. You connected with the entire audience - new agents to veteran agents; Home Office and Field associates, Management and Non-management, International and US. **Your presentation was definitely the highlight of the evening.** Your dynamic message and overall aura were phenomenal. **The standing ovation and audience engagement were a testament to your lasting impression.** It was a pleasure meeting with you. I hope our paths cross again in the future. On behalf of myself, the team, and our attendees - thanks again.”

## AMERICAN EXPRESS - TAX & BUSINESS SERVICES

“You hit home on all fronts - service, stress, team building, dealing with change, communication and leadership. You truly got us pumped up. I thank you for a truly inspiring and rewarding experience. **The best part of all, you made me a hero.**”

## GEORGIA POWER - A SOUTHERN COMPANY

“You were the hit with our conference participants as evidenced by the enclosed evaluations. **I have nothing but glowing remarks about how motivational you were.** People were truly impressed that you included so much information about our company in your presentation. Thank you for the outstanding job.”

## BLUECROSS BLUESHIELD OF TENNESSEE

“I can't thank you enough for recommending Robert Stevenson to us. **He was an incredible closing speaker for our Winter Marketing Conference.** Rob has tremendous talent to convey his message through humor, emotion, and stories that we all will remember for some time to come. Our attendees left the conference motivated to tackle the new sales year and the challenges before them.”



## GUIDON PERFORMANCE SOLUTIONS, LLC

Robert Stevenson was fantastic. **He was the only speaker at our event who received a PERFECT score.** (He scored higher than Newt Gingrich) We plan on having Mr. Stevenson speak at two more events next year. We'll be in touch to confirm the dates. Thanks again.

## RIA - RESTORATION INDUSTRY ASSOCIATION

“As expected, the audience loved you...The evaluations were excellent, and there wasn't one miss in the whole batch. **Your keynote address was a slam-dunk, ace-in-hole winner.**”

# Testimonials for Robert Stevenson

## ARIZONA MULTI-HOUSING ASSOCIATION

“You really know how to wow a crowd! The consensus was unanimous that you were ‘awesome!’ Thank you so much for the time and energy you put into personalizing your presentation for our audience and their specific needs. **You surpassed our highest expectations and best of all, our audience walked away with techniques they could apply immediately.**”

## HEALTHCARE INFORMATION AND MANAGEMENT SYSTEMS SOCIETY

“This year the conference achieved a record attendance of almost 400...**You were an overwhelming ‘hit’** for the audience. In addition to the many **‘Excellents’, ‘Awesomes’, and ‘Greats’**, we heard about your program ... they also said **‘He rocks’, ‘Phenomenal speaker’, ‘The best of the whole session’**. I want you to know how much we appreciate the insight, energy, and enthusiasm you brought to our attendees.”



## AMERICAN LIGHTING ASSOCIATION

“Thank you again for your time and efforts in preparing for our Annual Conference. You received RAVE reviews and much can be credited to how well prepared you were. I have included some of the comments (typed directly from the session attendee’s evaluation forms). **Loved it. ■ Awesome!!! Best session I’ve ever sat through! ■ Great seminar! ■ Excellent (x 3) ■ Robert was outstanding! Home run!! ■ Excellent speaker – great examples, easy to follow and understand ■ Bring him back – he is good.** Again – thank you and I look forward to working with you again in the future!”

## TRAVEL INDUSTRY ASSOCIATION OF AMERICA

“Our delegates have not stopped raving about your presentation! Never in my memory has a speaker received a standing ovation at an ESTO conference. Your message was very targeted and clearly made an impact. We were pleased to see so many attendees taking advantage of the opportunity to speak to directly after your program.”

## CONKLIN COMPANY, INC.

“I can’t thank you enough for the **powerful impact** you had on our National Convention. We continue to receive positive feedback from our leaders in the field regarding having you as our featured keynote speaker. **You are one of the most powerful speakers I have ever worked with in over 20 years.** In our search for a speaker, we were told you were the consummate professional and I couldn’t agree more. It was my sincere honor and pleasure to work with you.”



# Testimonials for Robert Stevenson

## FIRST TENNESSEE BANK

“Robert – it was truly a pleasure getting to meet you and having you as our keynote speaker for our Golden Circle Leadership Conference. **I have heard nothing but rave reviews. They loved you!** I heard time and time again that they could have sat and listened to you all day long. I think that speaks volumes considering they were in sunny Boca Raton, Florida and it was 80 degrees outside and beautiful. Thank you for your sincerity, motivation, and inspiration that you displayed in your speech to our attendees.”



## BADCOCK HOME FURNITURE & MORE

“Rob – Thank you for a great presentation!! **I lost count of the dealers that walked up to me and said ‘that was the best speaker ever.’** Several told me they could not wait to get back to their stores to implement your ideas. I was very impressed with the integration and reinforcement of our key messages and your high energy style kept everybody engaged. It was obvious that you had thoroughly researched who Badcock is and made your presentation directly to us. I thought you did a great job.”

## HYTROL CONVEYOR COMPANY, INC.

“Thank you for such an awesome presentation. **Our distributors are still raving about your presentation.** We, along with our distributors, were **impressed by the thoroughness in your homework** regarding our company prior to your presentation. Your presentation was right on target for what we had in mind for our keynote address. We appreciate your being so prepared and knowledgeable of our organization. You are a true professional!”

## ASPEX EYEWEAR

“Thank you very much. You did an outstanding job with your presentation. **Our expectations were very high for your presentation and you exceeded them.** Your presentation was right on the mark and a perfect way to send our sales reps back home on an incredible high. **You did a fantastic job** and have a lot of fans at Aspex Eyewear. You were awesome.”



## FURNITURE TODAY

“Thanks again for the great keynote. **My audience loved it. You did exactly what I asked you to do – energize, inspire and set the tone for a great event.** Your information was so insightful and your presentation was amazing, especially at 8:30 in the morning!”



# Testimonials for Robert Stevenson

## YAMAHA MOTOR CORPORATION

“I want to take this opportunity to thank you for delivering such an inspiring message to our dealers. **Your enthusiasm and humor really resonated with the audience.** I really appreciate how **you researched our business in advance to tailor your materials to our needs.** Your words and stories really ‘hit home’ with our dealers. Thanks for making our keynote presentation special.”

## AMERICAN SPORTS BUILDERS ASSOCIATION

“**THANK YOU! Your presentation was an overwhelming success.** I can’t begin to tell you how many positive comments we received on your session. I will certainly recommend you to all my colleagues and look forward to working with you again.”

## WAYNE FARMS

“Your comments hit the target’s bulls-eye in motivation, inspiring and challenging us to the future. Sustainability was the perfect segue into our Friday session. **We have heard numerous fantastic comments regarding your keynote address.** Our senior management team was most impressed with the way you tied our key meeting message threads into your presentation. You are obviously very gifted in your profession.”

## EZ SOLUTIONS

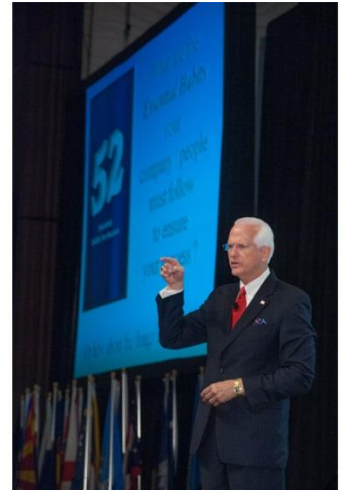
“Thank you for speaking at Technology Marketing Boot Camp; they always put together a cast of amazing speakers. **I wanted you to know that your presentation was by far the most impactful on my business and me personally.** Lots of speakers make you feel good, entertain you but give you very few things that you can take back to the office and implement. But not you! **Your book, 52 Essential Habits for Success ‘program’ has been great.** I have tried other things to inspire and develop my people but none of those ideas have taken hold the way this has. They are having so much fun. Thanks for giving me the plan. In your program the idea that hit me hardest of all your ideas was “It’s Show Time”. Last night I gave a pep-talk and used your story with the visual of Goofy walking down the hall; it had a big impact on them. **Thanks for your inspiration, stories and mostly for the action items that I am using to make my business better!”**

## FLORIDA FORENSIC CONFERENCE – FDIAl

Once again you were a big hit and once again you made me look great for having facilitated your appearance at this conference. I have received nothing but positive comments. Anything I can ever do to recommend you to any organization, please let me know. Everyone loved your programs. On behalf of FDIAl, THANK YOU!

## REFRIGERATED FOODS ASSOCIATION

“**Your presentation was an absolute home run with our attendees. I really enjoyed how you researched our industry and incorporated your findings into your presentation to make it relevant to our membership.** I have received nothing but great feedback and I really appreciate all your efforts. Your energy, sense of humor, and business intellect combined for a fun-filled, very educational experience for our attendees.”



# Testimonials for Robert Stevenson

## PENNSYLVANIA HOMECARE ASSOCIATION

“Rob, I am pleased to tell you that the ratings of your presentation were **off the charts!** Your program to our 300 CEO’s, Owners, and Senior Managers was **fantastic!!** Thank you so much for **exceeding my expectations.**”

## SOUTH CAROLINA DEPARTMENT OF EDUCATION – EDUCATION & BUSINESS SUMMIT

“In speaking to over 2,000 high school educators, college professors and our career business development partners, **Robert was GREAT!!!** His program absolutely could not have been any better. Out of a rating of 1-5, 5 being the highest rating, **he received a 5 +++.**”

## BLUE CROSS BLUE SHIELD OF MICHIGAN

“On behalf of Blue Cross Blue Shield of Michigan, and personally, I want to thank you for the **outstanding presentation** at our Group Sales and Corporate Marketing Business Summit in Grand Rapids, Michigan. Your presentation and interaction with our sales team and guests was a major fact in our audience’s evaluation that this was the best Business Summit ever. Here are a couple of comments submitted by attendees through our post-summit survey: *‘Mr. Stevenson was **extremely powerful and engaging.** His **energy and message captured everyone in the room.**’ ... ‘I loved Robert Stevenson. **He was incredible** and I wish he could have had more time to speak to us.’ ... ‘You and your message, *‘Riding New Waves to Success,’ truly connected with our sales team and guests, and was a great way to start off our event.*’ Personally, I found your discussion on thinking strategically to be **right on target.** I would highly recommend your presentation to others looking to energize their teams.”*



## FLORIDA ENGINEERING SOCIETY

“We had a **lessons learned** conference call for the annual conference steering committee earlier today to discuss what went right and what went wrong during our conference in Miami. Everyone on the call was in agreement that **you were a fabulous addition to the program – a great speaker with a good message, presented in an entertaining and captivating way.** They also appreciated that you took the time to **do your homework** – to learn about our organization, the people you were speaking to, and the particulars of our conference. Thanks so much !!!”

## AUTOZONE

“Rob, thank you for your **professionalism** and for a **GREAT presentation** ... but most of all your **commitment to learn about AutoZone** and the daily activities that drive our team. Hopefully, in the future, we will be able to work with you in other events.”

# Testimonials for Robert Stevenson



## ALABAMA PRIMARY HEALTHCARE ASSOCIATION

“I just wanted to let you know how much I appreciate all your hard work on the presentations you have provided at our conferences. You took the time to understand our audience, the challenges they are facing, and the language they speak. **You dug deep** into the meat of our industry and put together timely insightful presentations that resonate with our audience. **Once again, our attendees raved about your words** and many are clamoring to see the distance learning piece we filmed of you this summer. What I personally find the most inspiring about your message is **your ability to cut through to the heart of the issue** and really address how we can improve our work life. Your book, ***52 Essential Habits for Success***, sits on my desk and I often reference your words. Some speakers do a very esoteric presentation, but you really addressed how the everyday person facing the challenges of working full time, family and personal life can improve themselves in workable concepts. On a personal note, working with you is always a pleasure; **your professionalism, your humor and your warmth always make my job easier**. Thank you for all you have done for us and I look forward to working with you again in the future”.



## LIMELIGHT NETWORKS

“Robert, **you rocked the house** by demonstrating your understanding of the challenges we face and the attitude that is going to help us overcome them. Thanks again for not letting me down and **delivering a fantastic session!**”

## FLORIDA EMERGENCY PREPAREDNESS ASSOCIATION

“The program Mr. Stevenson presented was a **tremendous success and far exceeded the expectations** of this organization. The material, obviously suited for our application was pointed and **maintained a full captive audience** throughout the program. Our goal was to create an enthusiastic atmosphere, give the conference a “shot in the arm”, and leave the attendees both wanting more and desiring to attend next year’s conference. I believe, along with many others who have contacted me, that **we achieved all these goals**. Robert’s **professional aura, his program, and his ability to work with this organization are ‘stellar’** and need to be commended.”

## MANNING BUILDING SUPPLIES INC.

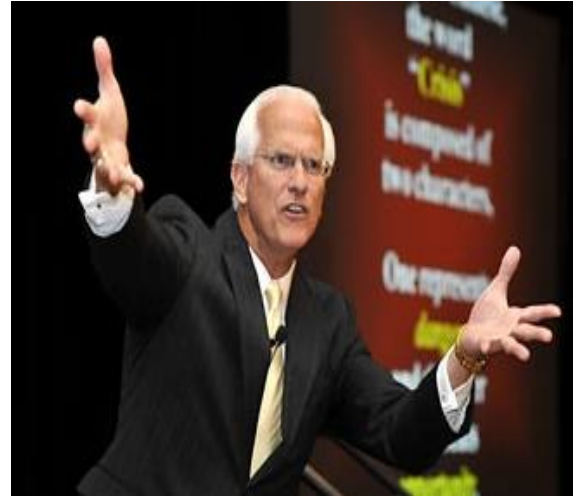
“**Robert was fantastic**. He took the time and listened during our initial phone call. **He implemented** our conversation with his program and **kept the audience fully engaged**. I had very positive feedback after the program and it continued through the following week. I would **highly recommend Robert** to anyone.”



# Testimonials for Robert Stevenson

## RESER'S FINE FOODS

"Having heard you at our industry association meeting, I had high expectations of you when you addressed our company, and I am pleased to say you **exceeded those expectations. You captured the attention of our entire group immediately** and held it throughout your program; the time flew by. Our group found your program a combination of **riveting, funny, entertaining, inspiring and thought provoking.** The message was **right on target** with what I discussed with you. My assistant even mentioned it was a pleasure to work with someone as organized, professional and prepared as you; thank you Rob, for a **great experience.**"

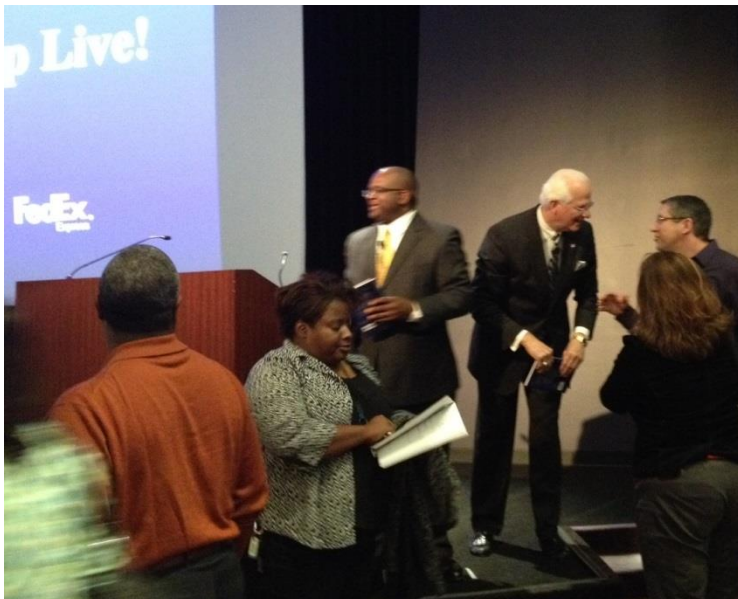


## WOLTERS KLUWER

"Robert, I just wanted to say thank you again for a **great keynote!** You were a big win with our team and your message **really hit the mark.** Numerous people told me you were the **best keynote we've ever had!!!** As we plan for future events – there will be opportunities to **bring you back** and build on what you have started! You did **an amazing job!** I received **countless accolades** for hiring you. **Your customization and understanding of our business were key.**"

## SCME MORTGAGE BANKERS, INC.

"**We absolutely loved your presentation** and have received **'RAVING FANS'** type responses from the attendees. It is obvious you spent a lot of time customizing your presentation to meet the needs we discussed. **THANK YOU!**"



## STATE FARM INSURANCE COMPANY

"Robert, thank you so much for the **great presentation** you made to our leadership group. You really made an impression on everyone. To let you know, **almost every speaker throughout the next day and a half, quoted you on something during your presentation!** Your name was repeated more often than anyone else!! People took a lot of notes on what you said. Thank you so much for the work you did preparing for this and the messages you shared. **The reaction was so positive, we want to include the 12 points that you discussed on our website as a follow-up.** Thanks again !!!"

# Testimonials for Robert Stevenson

## PRODUCE ALLIANCE

“Rob was phenomenal. He hit the ball out of the park. He did not meet our expectations, he exceeded them. Everyone in our company is talking about how wonderful a speaker he was and if he can come back again.”

## NATIONAL ASSN. FOR PUPIL TRANSPORTATION

“I want to offer my sincerest appreciation for your talent and energy. You got the crowd pumped up and gave them all memorable advice to prepare them for the show. That is no small feat for 1,800 attendees. Your program contained great depth and substance – **quite simply, you were fantastic!**”



## BOSTIK

“I have now received feedback from all the participants and the response has been 100% favorable. Your energy, business insight, and sense of humor all came through in a very positive way. However, I was most impressed by the clarity and purpose of your message and how skillfully you tied it into the presentations and messages that preceded you...Right now, **Rob Stevenson is as good as (any speaker) I have seen.**”

## LINBECK CONSTRUCTION CORPORATION

“We want to thank you for the two outstanding powerful presentations you made as part of our annual meetings in Boston and Houston. You successfully interpreted the focus of our organization and presented an insightful and compelling program focused on the importance of growth and execution. No one else that I know of could have presented the message better with such energy and depth of experience. **The motivating and challenging interaction with our audience was an exceptional encounter** and one that won't be easily forgotten. We enthusiastically recommend you to any organization that has an interest in an outside speaker. Your professional talent was a huge asset to the success of our annual meeting.”



## DEPARTMENT OF TOURISM – STATE OF FLORIDA

“It was a true pleasure having you speak at our closing of the Governor's Conference on Tourism. Our attendees enjoyed your presentation tremendously ... **a standing ovation speaks for itself!** It is always a challenge to find a top notch speaker for our industry that can entertain and inform 1000 attendees. You were great and we have received wonderful feedback.”

# Testimonials for Robert Stevenson

## INTERIM HEALTHCARE, INC.

“Your ability to tailor your message to our audience was incredibly effective and you provided practical and tactical tools that people could take with them and effectively use. This was one of the largest meetings of the owners and managers from our 300 offices and I have heard endless praise from everyone in attendance. In fact, several people said **you were the best speaker we have ever had.**”

## BILLIARD CONGRESS OF AMERICA

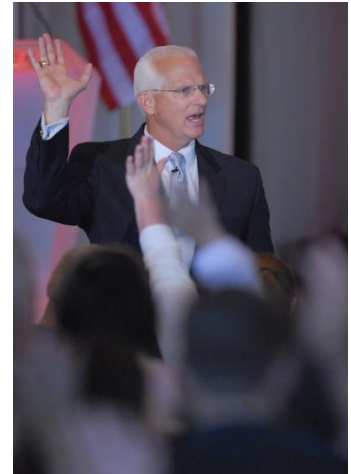
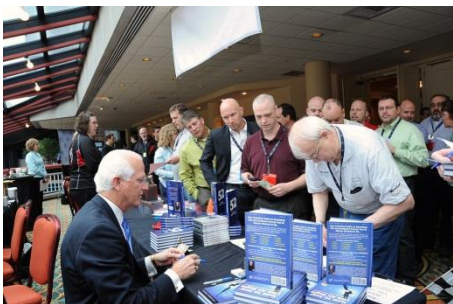
“Robert, the programs you conducted at our international trade expo were superb. Your speaking ability, use of visual aides, charisma and the way you interacted with our attendees and industry representatives was very impressive. However, what really impressed me was the thoroughness with which you customized your programs for the billiard industry. **You are, quite simply, the best speaker we've had.**”

## BREMER FINANCIAL SERVICES

“I just returned from our meeting and was reading the evaluations as it relates to the various speakers who participated in our program. Quite frankly Rob, I'm getting tired of seeing the word **'WOW!'** **Your presentation was the highlight of the meeting.** Everyone commented on what an outstanding job you did in setting the stage for a most productive meeting. We could have not asked for more. Thanks for helping us realize what we can do. We will be better at what we do because of you and your willingness to help us reach for our dreams.”

## THE LINC CORPORATION

“I wanted to send along a note of sincere thanks to you for the outstanding presentations you made to our group. The evaluations forms (almost unanimously) listed your closing speech as one of the top things our attendees enjoyed most about the conference. Your message was completely on target and delivered in a way that engaged the group from start to finish. Many even commented on well you knew “Linc”, and that is **a true testament to how well you did your homework** to integrate that knowledge into your presentation : a job well done!”



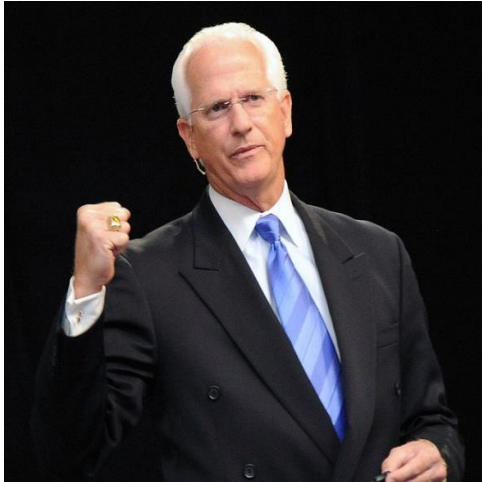
## ASSOCIATION OF HOME OFFICE UNDERWRITERS

“Robert was our keynote speaker for our annual Association of Home Office Underwriters Conference in San Francisco and he started the meeting off with a bang!! Based on his credentials, I knew he'd be able to deliver the message we wanted him to. However, after speaking with him only a few weeks before our event, I was absolutely convinced we had made the right decision. He is a consummate professional. Rob's experience and the way he tells a story to illustrate his points hit home with everyone in the audience. His energy and enthusiasm was palpable. The feedback we received about Rob, from the survey we conducted after our conference, was extraordinary!”

# Testimonials for Robert Stevenson

## SOUTH DAKOTA OFFICE OF TOURISM

*“Out of the 13 speakers we had present at our annual conference, Mr. Stevenson was rated #1. Our attendees described him as: ‘Fabulous! ‘Great material.’ ‘He was great!’ ‘Excellent presentation.’ ‘He was so energized and motivating.’ ‘He had great tips and I could have listened to him for another hour.’ ‘I felt sorry for the speaker that followed him.’”*



## SCHRODERS – AMERICA

“Robert, on behalf of all my colleagues at Schrodgers Investment Management, I would like to thank you very much for participating in our annual sales event and **delivering a tremendous message with passion** and motivation. Your energy, enthusiasm and focus was extremely well received by our team and allowed the audience to depart with the positive energy to help drive towards delivering success in the coming year. It is clear that **you speak with passion and professionalism in a way that creates a lasting impression.**”

## EMERGENCY SERVICES OF CALIFORNIA

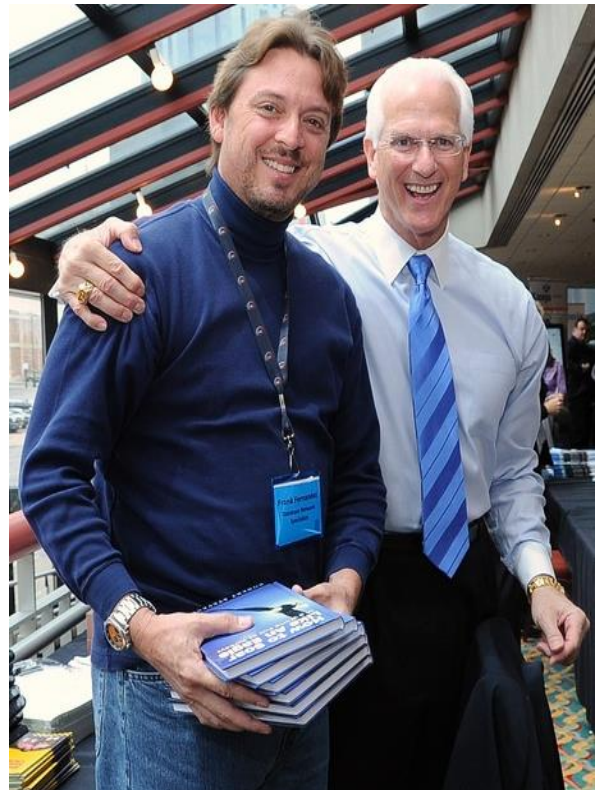
*“The feedback we received from conference attendees was overwhelming. **You were a huge hit!** People were still talking about you during our closing ceremonies. You possess a very special talent, Thank you for sharing that talent with our group, and for inspiring us to **soar like eagles!**”*

## SOUTHERN TEXTILE ASSOCIATION

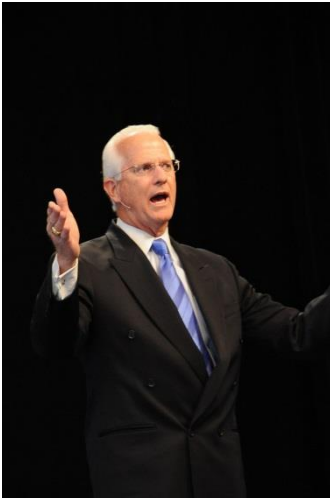
“When we started looking for a speaker for this meeting, we wanted someone who could address the challenges facing our industry today. We knew from the video that you were a great speaker and would fit the bill, **but we were really blown away** by how really, really, really great you were. Your delivery was outstanding and **the material presented was far beyond any expectations we may have had.**”

## NATIONAL COURT REPORTERS ASSOCIATION

*“I’ve been doing this for a while and I know when there’s a perfect match between speaker and audience. I think you could tell by the audience reaction how much they enjoyed your presentation. **(STANDING OVATION)** You are an outstanding keynote speaker and I could not image a better way to kick-off our conference.”*



# Testimonials for Robert Stevenson



## Berkshire Hathaway Home Services – Florida Properties

“I am so glad that you were available for our Company-wide gathering. The meeting was a BIG success with over 500 of our people and associate vendors in attendance. I got lots of feedback on your program with comments such as – “*he was right on with what is going on with us*”, “*he was great*”, “*he did all the things a good speaker does, but better*”, etc., etc. I believe the one phone message I got said it all and I wish you could hear it to hear the inflection to get the feel for just how good this person thought you were. I’ve tried to do that through manipulating the words. Hope it helps. The words were: “**Absolutely, positively terrific. He was awesome! You couldn’t have gotten a better speaker. Kudos.**” Thanks again for helping make our meeting such a huge success.”

## FORWARD AIR

“I just wanted to say thank you for bringing our people together with the group activities that you built into your presentation. **Your message was profound.** It’s pumped everyone up and they’re ready for the PROUD year ahead. What a great presentation! People have been talking about your influential messages. As a matter of fact, I’ve already received replies to emails that say “***I Got This!***” So your message is catching on. **You did an awesome job putting it all together. Our Senior VP of Sales was thrilled with your presentation** – wearing a big smile from start to finish. **You nailed it** and stamped PROUD all over it! Thanks a million!”

## DAY & ZIMMERMAN – GOVERNMENT SERVICES

“Thank you! We ended the conference on a high note. I could not have been happier. **Your energy, knowledge, humor and rapid-fire delivery galvanized the group.** Many of the participants are still talking about you, the seeds you planted and what they will do with their teams. Metaphorically, we served the best wine at the end of the party. **Your performance and delivery were truly exceptional.**”



## STILES MACHINERY

“We are very pleased with the input from the evaluations and **the high ratings which you** and other presenters (15 speakers) received. **You should know that your two presentations rated the highest of the conference.** This is no doubt **due to the customization of your material as well as the content being filled with practical information** that will influence us as we embrace change. **Your humor was most refreshing** and was timed to assist with keeping your audience engaged. Thank you again for all of the time and effort you devoted to this Executive Briefing Conference and for making it a success.”



# Testimonials for Robert Stevenson



## DRUG & ALCOHOL TESTING INDUSTRY ASSOCIATION

“We received so much positive feedback after your presentation. I know that everyone in attendance was very complimentary and many said **they thought you were our best keynote speaker ever**. You did a wonderful job connecting your content to our industry in a way which **captivated the audience’s attention** through humor, while emphasizing the importance achieving excellence and success in our businesses. On behalf of the DATIA members, I personally thank you for coming to the annual conference in Orlando and sharing your knowledge and expertise with us.”

## CSC NETWORK

“**Robert’s presentation at our annual convention was tremendous**. I had several members say this was the **best keynote presentation we have ever had**. Our attendees **raved** about his presentation. He received written comments stating, *‘Robert is all you can ask for in a keynote speaker’ ... ‘Real world – he rocks’ ... ‘Great presentation and passion’ ... ‘Thank you for brining us Robert Stevenson.’* I think it is safe to say that he was one of the best decisions we made this year.”

## FLORIDA MANUFACTURING TECHNOLOGY CENTERS

“Please convey to Mr. Stevenson that he was a total hit with ‘all’ our very diverse organization. The engineers loved him, the salespeople loved him, the administration people loved him. He was a wonderful speaker, polished, funny, exciting and he tailored his presentation to our group and its needs. **He totally captivated his audience while delivering a message we all needed to hear.**”

## EAST PENN MANUFACTURING COMPANY, INC.

“I wanted to pass on a big “Thank You” for presenting at our recent sales meeting. You made quite an impression. **We received nothing but excellent feedback** from your talk ranging from topic matter to audience engagement. The planning from start to finish went extremely smooth and without a hitch and you are a pleasure to work with. **You are a true professional** and it shows in all aspects. Again, I say congratulations and THANK YOU! “

## HONEYWELL – SILENT KNIGHT

“This is the third time you have addressed our organization and **your presentation was awesome, again**. You spent time tailoring your presentation to our theme and researching our customers and their business to better understand your audience. It truly helped to make this one of our best conferences ever. “



# Testimonials for Robert Stevenson

## DELAVAL INC.

“Robert, thank you for joining us during our event today. As you could tell by the response from the audience (**STANDING OVATION**) your presentation was a **BIG success**. I had several of our dealers coming back to me after the conference telling me how much they enjoyed your presentation and could relate to your message. **I very much appreciated how you tailored parts of your presentation to our convention theme which made it even more valuable in the context of our whole meeting. GREAT JOB!**”

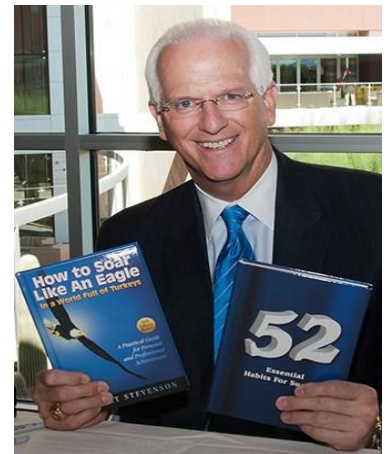


## WINDSOR FOODS

“I would like to take this opportunity to thank you for speaking at our 4<sup>th</sup> annual Supplier Summit. **You had the crowd at the end of their seats** and the 90 minute speech seemed like it was over much too quickly. It is 2 days later and I am still receiving notes from **attendees raving about your message** and asking, “*How did he tailor his speech to the Windsor Foods Summit Theme?*” I just can’t thank you enough – the entire day went perfectly and as our last speaker of the day **you definitely stole the show!**”

## AMERICAN RENTAL ASSOCIATION

“Rob, I just received the evaluation results from our annual Rental Show and as you will see from the scores and comments, you did an outstanding job. Your actual rating by the attendees was terrific – 4.96. Some of the comments you received were ...*‘Best speaker I have heard in years’* ... *‘Amazing energy, stories and knowledge!’* ... “*He reached the audience in a great way’* ... *‘Most engaging speaker I have seen in a long time – a tough act to follow’* ... *‘Love this guy! One of the most prepared relevant speakers I’ve ever listened to.’* Thank you for doing such a great job.”



## AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL

Robert Stevenson was the guest speaker at our recent Teamworks event. He did an amazing job! It’s great to hear comments such as “**The best in 15 years of having the conference**”. He was inspiring, humorous, captivating, and he brought a high level of energy to this presentation. He was able to tailor his message to the specifics of our business in a way that brought great relevance to our team members. I would highly recommend Robert to any organization because of his ability to speak to a wide range of topics. **The standing ovation that Robert received at the end of his presentation was well deserved**, and it left us completely confident that we made the right decision to choose him as our key note speaker. He highly exceeded our expectations.

# Testimonials for Robert Stevenson

## MARICOPA INTEGRATED HEALTH SYSTEM

"I just wanted to drop you a quick note. **The feedback was overwhelmingly FANTASTIC!** Everyone really enjoyed your presentation. They especially appreciated your energy and enthusiasm as well as your **suggestions for things they felt they could implement immediately.** I am working this morning on capturing the Top items from the "Stupidest Things We Do in our Organization" activity so that we can have them ready to post on our internal link. **Many noted that this was the BEST retreat yet.** Thank you again for being a part of our important event and **helping to bring back a renewed energy to our leaders.**"

## SAGICOR LIFE INSURANCE COMPANY

"It is my honor on behalf of the entire Sagicor Family to express to you how immensely grateful we are for your words of inspiration at our annual corporate wide meeting. The challenge every year for our committee is to raise the proverbial 'bar' and go beyond what we have done in the past. **We seek to find speakers that would leave an indelible mark on the minds of our audience. What an amazing treasure we have found in you! Your presentation was tremendous** and you have contributed invaluable to an amazing period of empowerment. I believe we have started to experience true renewal in our lives and in our company. Thank you once again for encouraging us to reach higher, think bigger and serve more."



## RUSK O'BRIEN GIDO + PARTNERS

"I wish to thank you for the invaluable contribution you made at the ROG Growth & Ownership Strategies Conference. From the feedback we've received, your program was a great success. **I have had numerous people from the event tell me 'Rob Stevenson was the best!'** Your talk was awesome Rob and I have your 10 success items/card by my computer. I look at it every morning for reflection and motivation."

## Council of State Restaurant Associations

"**Thank You so much.** I have been going to these conferences for 22 years and your presentation was among the best – **maybe the very best I have ever seen.** I will be recommending you as a speaker to other groups."



# Testimonials for Robert Stevenson

## REGIONS BANK

“THANK YOU SOOOOOO MUCH !!!!! You were just what the doctor ordered on Tuesday!!!! The team has been floating on air all week (*over 250 bank officers*) and I hear lots of quotes from your talk to us!!!! YOU were just what we needed. Let the team and I settle into the coming week and I would then, very much like to connect on how we might partner in the future. I will definitely be recommending you to other friends and business associates looking for speakers. THANK YOU again!”

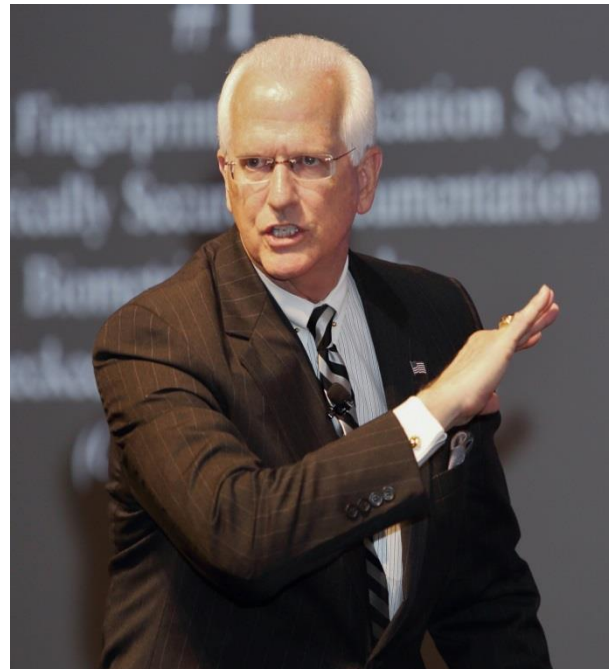


## SNAP-ON-TOOLS

“It is often hard to select a speaker from a demo tape that you hope will be able to deliver a message that will have an impact. After just a few moments of reviewing your tape and watching you capture the attention of your audience, I knew you were right for our meeting. **Of all the speakers we have hired, you were the only one to do your homework on our company.** When you presented your message and material with the Snap-On lingo, people listened. I especially enjoyed the part on stress. I continue to receive calls of appreciation for inviting you to our meeting. **The message you communicated will benefit our entire team for a long time.** Thank you again for your commitment to excellence.”

## DUNHILL STAFFING SYSTEMS, INC.

“It was certainly my pleasure to visit with you after your program. I don’t normally feel compelled to discuss a presentation with speakers after they address our group, but you clearly hit a high note with our folks and I wanted to express my appreciation in person. As I mentioned then, too many speakers “customize” a program by inserting the Dunhill name on one of the slides and continue with their pre-packaged, one-size-fits-all delivery. Obviously, one secret to your success is that you take the time to determine the strengths and challenges of your client’s company and then weave them seamlessly throughout your presentation. **Not unexpectedly, you scored the highest possible grades on our Conference Evaluations.** The end result was a grand slam home run and **we want to sign you up next season as our starting hitter.** We will get in touch with your agent to book that now. Thanks again for a knockout performance.”



# Testimonials for Robert Stevenson

## JIB MANAGEMENT, INC. (JACK-IN-THE-BOX)

“A standing ovation sums up how we all felt about your program at our annual conference in Hawaii. You were great and we all enjoyed your presentation and passion you brought in; we all still talking about common sense which is not so common. The great thing is we all learned something. Thank you very much.”



## MOBILE INSTRUMENT

“I want to thank you for your wonderful ‘**Spot on**’ presentation at our national meeting. Your material was very relevant to our business and **you had everyone’s full attention for 2 hours**. Many of our representatives made unsolicited comments about **how much they learned from you and how much content hit home with them**. I also wanted to tell you how much I appreciated all the time you took customizing your program to help make our meeting a great success.”

## LEADER FURNITURE

“Thank you so much for the great presentation last night. I was a little skeptical on how much you would customize the program to make your points reflect our actual business and I have to tell you, **I was blown away at times**. There is a great buzz of energy as a result of your program . Even though ‘**Showtime**’ is something I talk about regularly, it has never sunk in like it has after the team heard you speak.”

## CAROLINA TRACTOR

“Thank you so much Robert for being part of our kick-off meeting. Your presentation was fantastic, your message was terrific and a tremendous complement to the overall program. We were so pleased with having you with us. Here it is several days later and people at the office are still talking about your program.”



# Testimonials for Robert Stevenson



## GERMANIA INSURANCE

“Today I finally have had a chance to get back with you to tell you how grateful I am that you were our keynote speaker for this year's event. Multiple people complimented us for our decision to arrange for you to be our speaker. I attribute these accolades to your ability to connect with people but more importantly to **your obvious work before the event to get a better understanding of our company which was evident in the slides of your presentation and your words.**

Many thanks to you for the attention to detail you made and for the easy relationship we developed and worked in to make our event happen. If asked in the future I **would offer only the highest recommendation of you to anyone** to be a speaker at their event.

**Again, I want to Thank You very much for doing such a great job which makes all of us here at Germania look so good and make our agents so happy. That feeling is so wonderful!!! “**

## THE ECONOMIC DEVELOPMENT COUNCIL OF ST. LUCIE COUNTY

“The EDC Leadership Dinner was a huge success and a wonderful evening, a great part of that was having Robert Stevenson as our keynote speaker. Mr. Stevenson's message was right on target – he was wonderful, inspiring, entertaining and every bit as animated as his videos! **Rob is very easy to work with and well prepared for any contingency**; we truly appreciate the time spent prior to the event to tailor his message to our audience. We had many, many compliments on his presentation.

I am still basking in the success of our event this morning. On behalf of the EDC and our events taskforce thank Rob again for partnering with us to make the Leadership Dinner a memorable evening. He delivered a wonderful and dynamic presentation and it was our honor and pleasure to have met Rob and have him as our keynote speaker.”

## National Assn. of Collegiate Directors of Athletics

“I cannot thank you enough for your fantastic presentation. The feedback we have received was it **was the best speech we have ever had in the history of the convention.** Your insight into personal service and the business world were outstanding. The accolades keep coming in for your exceptional presentation.”



# Testimonials for Robert Stevenson

## THE IOWA BANKERS ASSOCIATION

"Our convention attendees were absolutely delighted with Robert. **He received the highest marks of all the speakers who presented at our three day conference.** When we asked our attendees what they liked best about any one aspect of the convention, numerous people listed Mr. Stevenson as their top choice; he brought a much needed spark back into our conference. Please know that I will certainly recommend him to my peers."



## LICU CORPORATE FEDERAL CREDIT UNION

"I would like to thank you for your amazing presentation. A meeting planner likes nothing more than to get the meeting off to a great start. Having the keynote speaker be your highest rated speaker of the conference is about the best way possible to achieve that, and you did just that. Your ratings were excellent and people added comments like: *"I wish all my staff and directors of my CU could have heard his talk"*, *"One of the best messages I have heard in years"*, *"Outstanding. We need to hear this often. He opened up all our eyes,"* *"Outstanding energy & audience participation"*. I look forward to working with you again."

## SPECIALIZED CARRIERS & RIGGING ASSOCIATION

"It was a pleasure to have you return for another outstanding presentation . As was the case in your last presentation for our Annual Conference, your content and delivery on leadership drew excellent reviews from all our members. You added value to our program and helped the Association maintain its position of being a highly credible source of management information. I always look for speakers who can satisfy the following fundamentals: **1) Have the personality and attitude to genuinely connect with our members and guests.** **2) Demonstrate the professionalism, energy and knowledge to immediately gain acceptance and "buy-in" from the audience.** **3) Have a proven delivery style that leaves attendees wondering where the last hour went.** **4) Convey substance with a sense of humor.** **5) Generate a long line of members wanting to know more, talk to you and buy books.** You not only satisfied these fundamentals, you moved well beyond them."

## EMPIRE CORPORATE FEDERAL CREDIT UNION

"Your presentation was extremely educational and insightful. Our credit union attendees were grateful for the information you provided and noted they would be going back to their respective credit unions "armed" with valuable knowledge and insight. **You were rated a 4.95 out of a possible 5; that is an excellent rating!** Also, we received so many comments regarding your session that contained words like "WOW", "absolutely fabulous", and "just awesome". Your presentation was greatly responsible to the success of our event."



# Testimonials for Robert Stevenson

## TECHDATA – CANADA

“Thanks again for the presentation last week during our TechSelect conference. **You were awesome.** Your presentation was ***tailored to our audience in a way that I’ve never seen in a presentation before.*** Your customized presentation clearly showed that you knew our audience and the information technology market. The members of our program walked away with new information and were motivated to make their business better and more efficient. One of the best presentations and one of the best speakers I’ve ever seen. Thank you Rob!”



## FURNITURE FIRST

“I want to thank you for your wonderful presentation last week. We have received nothing but great comments about your program. We were so pleased with your presentation. **Our attendees talked about your program throughout the entire event.** All the materials you sent me after the program to reinforce your message will work just great. We are so please we chose you as our opening speaker. Your message was valuable to everyone in attendance and can simply be best described as DYNAMIC.”

## GEMMA POWER SYSTEMS, LLC

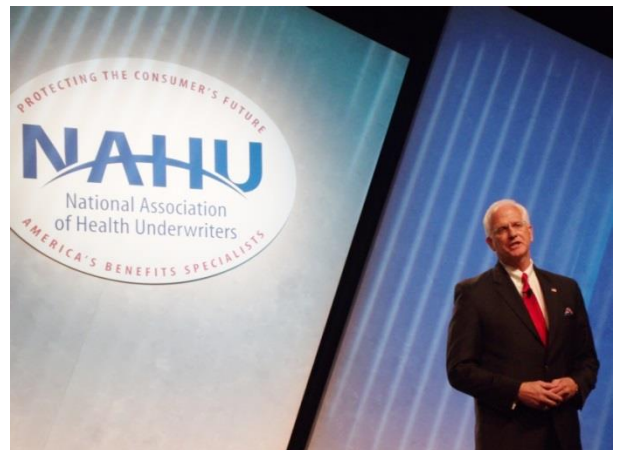
“To anyone thinking about booking Robert Stevenson, you will find working with him a great experience. He is easy to do business with but more importantly he is a **fabulous strategically focused speaker** that will tailor his program to your company and industry.”

## CLOTHES MENTOR

“Thanks Rob! **We had wonderful feedback on you presentation!** So much energy and a ton of laughs! And thank you for sending us the extra materials after your program; I know our franchisees will love them and put them to good use. Thanks for being a part of our conference!”

## MANAGEMENT RECRUITERS

“Your presentation at our conference was tremendous. You captured the whole audience’s attention with your great analogies, which was surprising for having an audience of over 300 in attendance. You had us thinking, laughing, and crying all at the same time. You caused everyone to feel the meeting was very worthwhile. Thanks for studying our recruiting industry and relating life’s challenges to it. You are a true professional with a gift for conveying a great message. I look forward to the next time we have the opportunity to work together.”





# Testimonials for Robert Stevenson

## MAYTAG

“On behalf of the Maytag Management Club, we would like to thank you for the excellent presentation we received on leadership. Everyone gained so much valuable insight from Mr. Stevenson’s views about leadership. We had a diverse group of employees at the meeting, but he was **able to energize everyone** and gave them tools which would immediately help them both professionally and personally; the real life situations he presented, were ones we could all relate to. We really **appreciate the efforts Robert demonstrated to tailor his message** to our business environment and the enthusiasm he demonstrated. **We will reap benefits from his presentation for a long time.**”



## Alabama Credit Union League

On behalf of our management and staff, I would like to thank you for speaking at our Development Conference. **You session was a HUGE hit** as indicated by the enclosed evaluation summary. I think one statement made by one of our attendees, sums up what we all were feeling: ***‘This was the most enthusiastic and informational session I have attended in 25 years of these programs. Please invite him back.’*** Rob, thank you again for a WOW presentation!”

## First Texas Bank

“Rob, thank you so much for the wonderful weekend with our First Texas family. **You WOWED us in so many ways.** I’m especially **appreciative of the homework you did on our company to personalize your presentation to us.** You were sensational and I can’t remember when I laughed so much and it felt so good. If any company is ever on the fence about having you present for them, please tell them to give me a call. Thank you again for an educational and entertaining weekend.”

## MICHIGAN ASPHALT PAVING ASSOCIATION

I can’t begin to tell you how many positive remarks we’ve received from your presentation at our annual conference. **My bosses told me that you were truly the finest speaker in our long history of events.** We traditionally provided our conference attendees with evaluation forms in their packets, which they have traditionally, promptly thrown away. This year, we had a huge return. Mind you, most of them were not completely filled out, but **ALL of them had HIGH PRAISE for your program.** I guess the sincerest form of flattery in these cases is probably the fact that I was asked by a number of our members for your contact information. **I am quite certain we’ll be having you return for another program.** Also, your book is a huge hit in our office.



# Testimonials for Robert Stevenson

## FORT WORTH INDEPENDENT SCHOOL DISTRICT

"You were such a hit at our convocation. You just can't imagine the great feedback we've gotten since last week. Thank you for your inspiring and **"right-on-target" message**. You were a great help to the **over 6,000 teachers and administrators you addressed**. The following week, at our Board meeting, our superintendent thanked us publically for the GREAT convocation and everyone applauded. *(They never do that!)* We have taken to heart what you said, that recognition and congratulations are important for last year's accomplishments, but everyone one is starting all over again from the same place this year. That has become our constant theme as we continue motivating and encouraging school staffs to strive for excellence. You were a great help to us as we began our year. **Your two keynotes and two standing ovations, says it all.**"



## KENTUCKY FRIED CHICKEN

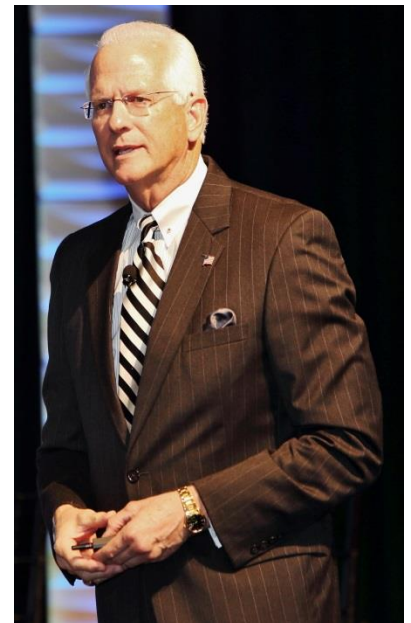
**"Your program was a tremendous success.** I can't even tell you how many people wanted to know where I found you. It was like a request for our secret recipe. **The one thing they were talking about at the entire conference was, YOU!** You did your homework, you knew our business and everyone loved you!"

## NATIONAL ASSOCIATION OF HEALTH ACCESS MANAGEMENT

"I wish to thank you for serving as our keynote speaker. As you will know, there are many keynote speakers to choose from and it can be a very daunting task narrowing down our choices to find a personality t hat is the right fit for our organization. I cannot begin to tell you how **overwhelmingly positive** the response to your presentation was. Your presentation was the perfect "opening act" for our annual conference. **The energy level you left the attendees with carried through the Conference.** Your message was perfect and your impact immeasurable. Thank you again for your participation. Your time and service was very much appreciated."

## PET INDUSTRY DISTRIBUTORS ASSOCIATION

**"You did a marvelous job speaking at our conference. You are one of the most exciting and energized speakers** that we have ever had and your talk clearly resonated with the audience; I've never seen our members purchase so many books following a speech! You are a pleasure to work with and I really appreciate the time you took in the weeks prior to your talk to learn about the audience and the concerns they have. I have had the pleasure of seeing you speak on two occasions now and your material and presentation skills remained as fresh the second time as the first. I know we will have the opportunity to work together again."



# Testimonials for Robert Stevenson

## PROCON CONSTRUCTION

“The feedback we have received following your presentation has been incredibly positive; Employees have already emailed us asking for your slide information and requesting to watch the video again. You provided us with so many positive messages and wonderful advice on how to improve our performances, individually and as a company. Also, thank you for providing us with your leadership seminar for our management team. **We would love to have you return for the ‘advanced seminar’ on defining our goals and message.** I can’t thank you enough personally for your energy, enthusiasm, inspirational and uplifting message that you shared with our team.”



## ST. LUCIE PUBLIC SCHOOLS

“Robert Stevenson is an engaging speaker **who does his homework in order to customize his message for his audience.** His direct approach and infusion of humor, support a high energy presentation. He delivered an engaging and motivational session for our school leaders. He spent a great deal of time researching our District and getting to know who we are as educators and leaders – that showed in his customized message. He made a positive impact on

our team and I offer my sincere thanks to him for being a professional and gentleman who cares about helping St. Lucie Public Schools move to THE premiere district in quality education.”

## LEADING AGE FLORIDA

“What an incredible presentation. I was on the front row enjoying every deep thought and hilarious joke. **You are a gifted Leader and incredible Orator with a very profound, direct and meaningful message.** I travel all over the world and have been in the audience for many incredible leadership development conferences but your program blew us away. I have been contacted by members who would like to get a copy of your presentation – because they said they were too busy listening to take notes. Thank you again for a great presentation.”

## VACUUM CLEANER MANUFACTURERS ASSOCIATION

“What was particularly effective was the broad range of subjects you covered dealing with such points as leadership, communication and change. Our members all were impressed with how much you knew about the vacuum cleaners industry and the extent of the research you had done. You did a great job!”



## CARGILL

“He was interesting, hilarious, refreshing, entertaining and most of all he left an impact on ALL of our people. Thank you so much for recommending Robert to us.”

## LONESTAR DISTRIBUTION

Robert Stevenson was excellent. He’s so polite, down to earth, professional. We greatly appreciated the extensive homework and research he did on our company and industry to customize the program to our maximum benefit. He earned a standing ovation from the crowd. We absolutely loved having him and he exceeded our expectations.

# Testimonials for Robert Stevenson

## GLOBAL BUSINESS TRAVEL ASSOCIATION

“GBTA was thrilled to have Robert Stevenson speak to our First Time Attendee’s session at GBTA Convention in Orlando, FL. Mr. Stevenson was insightful and engaging, and he energized our attendees for the coming days following his performance. The degree to which Mr. Stevenson researched our Association and worked it into his presentation was wonderful and truly topped off a terrific session. GBTA thanks Mr. Stevenson for his commitment to our Convention’s success.”



## ALLIED BEAUTY ASSOCIATION

“I have rarely had so many of our members compliment me for the brilliance in having hired a speakers as entertaining and informative as you. Thank you for doing such a fantastic job.”

## NORTHERN COMPUTERS, INC.

“I have worked in the business world for almost thirty years, and I can say with confidence that Robert Stevenson is the best motivational speaker I have ever hear. His interesting facts and ideas mixed with his humor kept our employees on the edge of their seats.”

## DENTAL HEALTH PRODUCTS

“I wanted to reach out to you to express my total delight in the presentation you gave at our National Sales. Thank you for an outstanding job of communicating to our company the essence of change and how embracing change helps to reach our potential.”

## BEAUTY & BARBER SUPPLY INSTITUTE (now CosmoProf North America)

“He brought the house down and the audience to their feet. I have contacted with many speakers throughout the years, none of which compared to Robert. He was brilliant.”

## MANUFACTURING REPRESENTATIVES OF AMERICA, INC.

“Wow! I remember sharing your promo video with our Seminar Planning Committee at our meeting last summer and commenting I felt a presentation by you would be a great way to conclude our meeting, **but what you delivered last week was so much more!** Your expertise and knowledge, wrapped in the guise of humor, really it the mark. You weave your content into a successful package of information our members will be able to incorporate in their daily business relationships and activities. I would not hesitate to recommend you to anyone looking for a dynamic, motivating, knowledgeable speaker and I hope we will have the opportunity to work with you again in the future!”

## TEXAS NURSERY & LANDSCAPE ASSOCIATION

“The numbers are in and you scored a fantastic 3.96 out of a possible 4.0. Our members were so pleased with your program. They described you as **“excellent”, “awesome presentation”, “program was applicable to all walks of life”, “I would listen to anything from this guy”, and “a pleasure to listen to”**. Thanks for doing such a great job.”

## INDEX OF COMPANY TESTIMONIALS

Alabama Credit Union League  
Alabama Primary Healthcare Association  
Allied Beauty Association  
American Express Global Business Travel  
American Express - Tax & Business Services  
American Lighting Association  
American Rental Association  
American Sports Builders Association  
Arizona Multi-Housing Association  
Aspex Eyewear  
Association of Home Office Underwriters  
AutoZone  
Badcock Home Furniture & More  
Beauty & Barber Supply Institute  
Berkshire Hathaway Home Services – Florida Properties  
Billiard Congress of America  
Blue Cross Blue Shield of Michigan  
Blue Cross Blue Shield of Tennessee  
Bostik  
Bremer Financial Services  
Cargill  
Clothes Mentor  
Conklin Company, Inc.  
Council of State Restaurant Associations  
CSC Network  
Day & Zimmerman – Government Services  
DeLaval Inc.  
Dental Health Products, Inc.  
Department of Tourism – State of Florida  
Drug & Alcohol Testing Industry Association  
Dunhill Staffing Systems, Inc.  
Emergency Services of California  
East Penn Manufacturing Company, Inc.  
Empire Corporate Federal Credit Union  
EZ Solutions  
FedEx - Global Leadership Institute – 1st program  
First Tennessee Bank  
First Texas Bank  
Florida Emergency Preparedness Association  
Florida Engineering Society  
Florida Forensic Conference - FDIAI  
Florida Manufacturing Technology Centers  
Fort Worth Independent School District  
Forward Air  
Furniture First  
Furniture Today  
Gemma Power Systems, LLC  
Georgia Power - A Southern Company  
Global Business Travel Association  
Guidon Performance Solutions, LLC  
Healthcare Information and Management Systems Society  
Honeywell – Silent Knight  
Hytrol Conveyor Company, Inc.  
Interim Healthcare, Inc.  
JIB Management, Inc. (Jack-in-the-Box)  
Kentucky Fried Chicken  
Leading Age Florida  
LICU Corporate Federal Credit Union  
Limelight Networks  
Linbeck Construction Corporation  
The Linc Corporation  
Lonestar Distribution  
Management Recruiters  
Manning Building Supplies Inc.  
Manufacturing Representatives of America, Inc.  
Maricopa Integrated Health System  
Maytag  
Michigan Asphalt Paving Association  
National Assn. for Pupil Transportation  
National Assn. of Collegiate Directors of Athletics  
National Association of Health Access Management  
National Court Reporters Association  
Northern Computers, Inc.  
Pennsylvania Homecare Association  
Pet Industry Distributors Association  
PROCON Construction  
Produce Alliance  
Prudential Life Insurance  
Regions Bank  
Restoration Industry Association  
Refrigerated Foods Association  
Reser's Fine Foods  
Rusk O'Brien Gido + Partners  
Schroders – America  
Sagicor Life Insurance Company  
SCME Mortgage Bankers, Inc.  
Snap-on-Tools  
South Carolina Dept. of Education – Education & Business Summit  
South Dakota Office of Tourism  
Southern Textile Association  
Specialized Carriers & Rigging Association  
State Farm Insurance Company  
St. Lucie Public Schools  
Stiles Machinery The National Society of Leadership and Success  
TechData – Canada  
Texas Nursery & Landscape Association  
The Economic Development Council of St. Lucie County  
The Iowa Bankers Association  
Travel Industry Association of America  
Wayne Farms  
Windsor Foods  
Wolters Kluwer  
Vacuum Cleaner Manufacturers Association  
Yamaha Motor Corporation

# **Robert Stevenson      Specific Industry Experience**

**Partial Listing)**

## **A**

Adhesives Manufacturers  
Aerospace  
Airlines Transportation  
Air Courier Services  
Air & Expedited Freight  
Amusement Parks  
Armature Manufacturers  
Appliance Manufacturers  
Asphalt Paving Contractors  
Audio/Video  
    *Production & Distribution*  
Automobiles Sales / Leasing  
Auto Clubs

## **B**

Bakery Equipment  
Banking  
    *Consumer*  
    *Commercial*  
    *Brokerage*  
    *Administration*  
    *Trust Dept.*  
Bearing Manufacturers  
Beauty Salon Owners  
Beauty Supplies  
    *Manufacturers*  
    *Distributors*  
    *Retailers*  
Beer Mfg. & Distribution  
Billiards  
Building Industry:  
    *Commercial*  
    *Residential*  
    *Remodeling*  
Business & Educational Radio

## **C**

Cable Television  
Cargo/Freight  
Carwash Manufacturers  
City Government  
Civic Associations / Groups  
Coffee Supplies  
Collegiate  
    *Fund Raising*  
    *Athletic Directors*  
    *Alumni Assn.'s*  
Computer:  
    *Hardware*  
    *Software*  
    *Mgt. Information Services*  
    *User Conferences*

Concrete Sawing & Drilling  
Consulting Firms  
CPA's  
Credit Services  
Credit Unions  
Cruise Lines

## **D - E**

Document Management  
Electrical Contractors  
Education  
Educational Facility Planners  
Elevator & Escalator Mfg.  
Electrical Power Companies  
Emergency Services  
Environmental  
Equine Industry  
Eye Glasses Mfg. & Sales

## **F**

Farm Bureaus  
Fast Food Franchises  
Fence Mfg. & Distribution  
Fertilizer  
Film Manufacturing  
Financial Consulting  
Financial Management  
    *Information Services*  
Flexographic Pre-Press Plates  
Fluoropolymer Technology  
Fluid Power  
Food Serve Purchasing  
    *Specialty Foods*

## **G - H**

Gasket Fabricators  
Gas & Convenience Stores  
Government Services Admin.  
Government Housing  
Hair Care Supplies  
    *Manufacturers*  
    *Distributors*  
    *Retailers*  
Healthcare  
Home Builders  
Home Siding & Gutters  
Hospital Administration  
Hose & Accessories  
    *Manufacturers*  
    *Distributors*  
Hotel  
Horticultural Supplies

**I - K**

Ice Mfg. & Distribution  
Incentive Travel  
Insurance  
    *Medical*  
    *Life*  
    *Health*  
Insulation Contractors  
Internal Auditors

**J - L**

Jewelry Stores  
Laminating Materials  
Legal / Law Offices  
Linen Services  
Lumber Distribution

**M - N**

Management  
    *Consulting*  
    *Recruiting*  
Manufacturing Technology  
Marketing  
Mayors  
Mechanical Contractors  
Medical Implants  
Medical Supplies Distribution  
Meeting Planners  
Mergers & Acquisitions  
Messenger Courier Services  
Metal Fabricators  
Modular Building Mfg.'s  
Mortgage Bankers  
Moving & Storage  
Multi-Level Marketing  
Music  
Network Marketing

**O - P**

Optical Laboratories  
Parcel Services  
Payroll Services  
Pizza Franchises  
Petroleum Marketers  
Pet Products  
Physician/Medical Offices  
Plumbing Supplies  
Poultry  
Professional Meeting Planners

**R - S**

Real Estate  
    *Commercial*  
    *Residential*  
    *Property Management*  
    *Development*  
Refrigeration Services  
Reinsurance  
Rental Cars  
Resort Management  
Restaurant Management  
Restaurant Supplies  
Retail Stores:  
    *Department Stores*  
    *Furniture*  
    *Consumer Electronics*  
    *Music*  
Roofing Supplies

**S - T**

Safety Equipment Mfg.'s & Distributors  
Sales  
    *Companies*  
    *Organizations*  
School Bus Manufacturers  
School Supplies  
Screen Printing  
Sealant Manufacturers  
Security Equipment  
    *Mfg.'s*  
    *Distribution*  
    *Installation*  
Security Management  
Sign Manufacturers  
Software Designers / Consultants  
Spa & Pool Assn.  
Staffing / Staff Leasing  
Telecommunications  
Title Insurance  
Tool Supplies  
Toy Mfg. & Distribution  
Transportation  
Tree Care  
Truss Mfg. & Distribution

**U - Z**

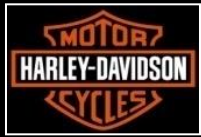
University Alumni Assn.'s  
U.S. Government  
Vacuum Cleaner Mfg.'s Assn.  
Wood Component Mfg.  
Wall Covering Distribution  
Window Mfg. & Distribution  
Women in Construction



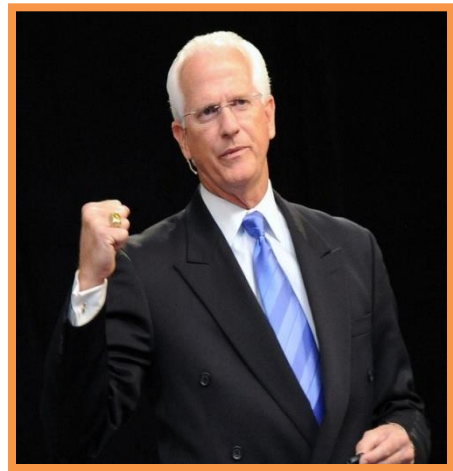
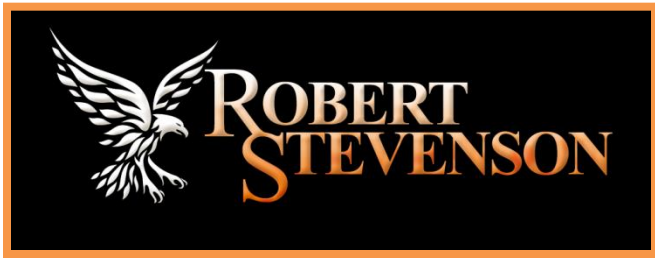
# ROBERT STEVENSON



Find out why these companies,  
and over 2,500 more  
in 250 different industries,  
continue to rely on Mr. Stevenson  
to share his fresh,  
unique perspective  
on businesses' most  
crucial issues.







EXPERIENCED

POWERFUL

COMPELLING

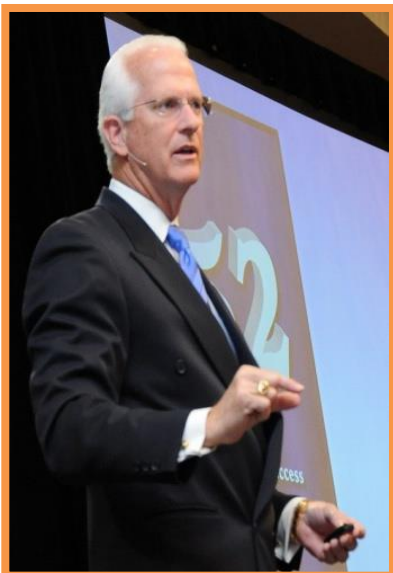
INFLUENTIAL

ENERGIZING

DYNAMIC

Robert Stevenson is one of the most widely sought after public speakers in the world today along with being a best selling author. Having owned several companies, established and maintained hundreds of international accounts, and maintained a worldwide sales force, Mr. Stevenson is a man who has been there. Your people will be hearing from a man who not only knows what to do, he has done it. He has not just studied business and what makes companies and people successful, he has made it happen. Robert has held positions from Salesman to Chief Executive Officer; in short, he is the total package and he incorporates his vast knowledge into each of his custom designed programs.

Successful companies must know how to deal with the ever-changing business climate, rising above the competition by minimizing risks, while making the most of any opportunity. With over 30 years of extensive corporate and entrepreneurial experience, Robert Stevenson understands what it takes to succeed. He is a man who knows how to deal with the risks, competition, and the ever-changing business arena. Robert has spoken to over 2,500 companies throughout the world and interviewed over 10,000 employees, managers and seniors executives in over 250 different industries. He calls upon his vast knowledge of what he has learned from some of the most innovative, resourceful and powerful companies in the world along with what he learned running his own companies and shares this wisdom with his audiences. He is a true master at blending facts, inspiration, conviction, and humor into all his programs.



His ability to connect with an audience is amazing; be it a strategic planning session for a Fortune 500 company to 20,000 sales people. If you are looking for a powerful speaker who will help move your business to new heights with a totally customized message that will engage, challenge and inspire your people, then you need to hire Robert Stevenson. Simply stated by one of his clients ... ***“Robert not only did his homework but used what he learned to gain the interest and respect of the audience in the first ten minutes of his program. He really knew our industry and his research showed. He brought the house down and the audience to their feet.”***

Speaker ~ Author ~ Motivator