

*"Brent Filson is one of the most talented communicators in the world. If you want to learn to motivate two, two hundred or two thousand people to take action for results, his lectures and seminars are a must!"*

- JOSEPH MANCUSO

CEO OF THE CENTER FOR ENTREPRENEURIAL MANAGEMENT

# Brent Filson

A well-known author, gifted speaker and leadership advisor, Brent is called in when companies want to get big increases in immediate and long-term results from one of the most powerful management tools in the marketplace – **The Leadership Talk**.

Brent Filson has developed the Leadership Talk methodologies by working with thousands of leaders in top companies worldwide for the past 21 years – with **dramatic results**.



## **Several General Electric divisions needed to get its employees motivated behind a common vision and new growth strategy in a series of meetings.**

Brent Filson had the divisions' leaders give Leadership Talks, which helped in motivating those employees to go out and achieve unmatched results.

*"You've done a great job working with our executives during our sales, marketing, technology and manufacturing meetings, Brent. In getting to the heart of the objectives and needs of every one of our divisions, you've helped our executives become much better communicators and leaders and helped the businesses get more results."* - HELEN CASEY, GENERAL ELECTRIC MEETING PLANNER

## **"Impossible!" said many employees of a European Honeywell business when an executive rolled out new results-goals.**

The executive used Brent Filson's Leadership Talk methodologies to help the employees take motivated action to exceed the goals.

*"I have applied Brent's tools and techniques in multiple companies and on multiple continents and found universal results. In my latest assignment I applied his principles to help improve operating margin by over 30 margin points."* - PAUL CONROY, BUSINESS GENERAL MANAGER - HONEYWELL EUROPE

## **Rapid changes in a deregulated marketplace were challenging utility giant Southern Company. The company needed to have their first-line supervisors become motivational leaders.**

Brent Filson was brought in to teach and help institute his Leadership Talk methodologies for several years to hundreds of supervisors, dramatically improving the results their functions got.

*"Without Brent's leadership, we'd be no where!"* A LINE SUPERVISOR IN A KEY GEORGIA GENERATING PLANT

## **Sales were stagnant in a division of publishing conglomerate Houghton Mifflin after a merger.**

Brent Filson helped the new CEO of the division use Leadership Talks to motivate the sales people to get big increases in results.

*"Brent Filson's expertise in communication, writing, speaking and coaching has been of tremendous benefit to me during our sales meetings."* - RAY SHEPARD, CEO OF HOUGHTON MIFFLIN SCHOOL DIVISION

## **Getting employees in a large revenue-generating General Electric division motivated to employ six sigma processes was a critical challenge to the process leaders.**

Brent Filson had the leaders use Leadership Talks to create cause leaders inspired to lead change through six sigma.

*"One of the key components of Brent's methodologies is their tremendous value in driving monumental change through the leadership of others in the matrix supporting your cause. The actions of developing cause leaders has allowed ordinary teams in my organization to achieve extraordinary results."* - ROBERT CANCELLOSI, GENERAL ELECTRIC SIX SIGMA BLACK BELT

Brent is the author of 23 books (some one million copies sold) and he has been featured in 300 magazines and newspapers and over 150 radio shows. He specializes in helping leaders of all ranks and functions get far more results than what they would have gotten without his motivational leadership methodologies. In doing so, he helps business, government, and non-profits raise the level of their effectiveness to much higher levels. His latest book, *The Leadership Talk: The Great Leadership Tool*, has been selected as a finalist for a national book award.

## **NASA needed to bring motivational leadership methodologies to its engineers.**

Brent Filson showed key human resource leaders how to make the Leadership Talk methodologies a part of an engineering culture.

*"Brent Filson's 'Three Trigger Motivational Process' makes the Leadership Talk all the more concrete. I keep and refer to the wallet card frequently to keep me on course. His two-day intensive is a winner!"* - MARK GOLDMAN, OFFICE OF CAREER DEVELOPMENT AND EMPLOYEE WORK LIFE, NASA GODDARD SPACE FLIGHT CENTER

## **Lexmark International needed to marshal the ardent commitment of its employees for a corporate giving campaign.**

Brent Filson showed the campaign's director how to use Leadership Talks to achieve over-the-top results.

*"I keep Brent's card in my wallet to remind me of the steps in the Leadership Talk process. I recently used Leadership Talks to enlist the support in a campaign for corporate giving. As a result we increased the employee participation and realized an increase in the giving rate per employee by 10%. His approach had a huge impact on the results."* - DAVID GOODNIGHT, VICE PRESIDENT, ASIA/PACIFIC & LATIN AMERICA, LEXMARK INTERNATIONAL

## Are you facing any one of these leadership challenges?

- Sharing the vision
- Motivating employees
- Achieving results
- Attracting and keeping the best employees
- Leading change

## The most effective tool to meet every one of these challenges is The Leadership Talk.

### Keynote Title: *“The Leadership Talk: Motivating People To Get More Results Faster Continually”*

In this hands-on keynote, Brent creates a lasting impact by having participants actually prepare a Leadership Talk. They will give this Talk to a specific audience of their choosing back on their job. The objective is to motivate the audience to achieve big increases in hard, measured and dramatic results.

### Benefits:

- The results-generating difference gained from the Leadership Talks,
- A key motivational leadership process that leaders can use many times every day at work,
- Creating and implementing a motivational strategy, structure and systems in organizations,
- Achieving more results faster continually by systematically using Leadership Talks,
- Putting to work the principles of the Unified Field Theory of Leadership Success,

This session is also available as a one or two day seminar.

**The 35-Day Action Plan Implementation:** Graduates of The Leadership Talk seminar implement their Action Plans for 35-days (seven business weeks). They'll be amazed at the results!

**The Follow-up and the Results Process:** During the Follow-up at the end of the 35 days, participants review and evaluate their Leadership Talks and their Action Plan. They learn the Results Process, described in Filson's book, *Results!Results!Results!*, then elect and develop new Action Plans for career-long, life-long endeavors. (1 day)

**The Train-the-Leader Course:** Participants become certified to teach the Leadership Talk and the Results Process. Becoming a certified instructor dramatically increases one's leadership effectiveness. Organizations that aim to bring the results-generating capabilities of their organizations to much higher levels are encouraged to have their key leaders become leader instructors. (1 day certification training, several days of actual instructions.)

*“Brent Filson doesn't just teach you how to lead. He inspires you to do it!”*

-DUNCAN MAXWELL ANDERSON,  
SENIOR EDITOR, SUCCESS MAGAZINE.

### Clients say...

*“Brent Filson knows how to help others get results! His programs are proven in a variety of settings including industry, government, non-profit and the military proving that the way he practices and coaches leadership can work for any organization willing to invest the time and energy necessary to influence their people to produce at their highest productivity levels.”* - JOE JAVORSKI, DIRECTOR, WORLDWIDE STAFFING, ANALOG DEVICES

*“The interesting thing about Brent Filson's leadership methodologies is that they recast the way you think about things; and on a deep and powerful and gentle way, they change the way you do your job.”*  
- LAURA ARLING, GENERAL DIRECTOR OF NEW BUSINESS, JOHN HANCOCK

*“In my work with many cultures in many countries all over the world during the past two decades, I have encountered myriads of leaders and leadership programs - but Brent's methodologies are really special. He not only focuses on having leaders consistently get actual results (not just talk about getting results); but his methodologies have people become engaged in profoundly human ways. Furthermore, he makes leadership and getting results a true joy!”* - DR. JEANNE-MARIE COL, DEPT OF ECONOMIC & SOCIAL AFFAIRS, THE UNITED NATIONS

*“Many thanks, Brent, for your vision, direction and skill. It was a growth experience working with you!”*  
- JOHN QUINN, PRESIDENT OF GENERAL ELECTRIC PLASTICS, CANADA

Some of the companies where key leaders are employing Brent Filson's leadership processes: Abbott, Ameritech, Anheuser-Busch, AT&T, BancOne, BASF, Bell Atlantic, BellSouth, Betz Laboratories, Bristol-Meyers Squibb, Campbell Sales, CNA, DuPont, Eaton Corporation, First Energy, Ford, General Electric, General Motors, GTE, Hershey Foods, Houghton Mifflin, IBM, Merck, Miller Brewing Company, PaineWebber, Polaroid, Price Waterhouse, Roadway Express, Sears Roebuck, Spalding International, Southern Company, Unilever, UPS, Union Carbide, United Dominion Industries, U.S. Steel, Warner Lambert and more.