

# SPEAKERS KIT

## Brent Filson



“Brent Filson doesn’t just teach you how to lead. He inspires you to do it!”  
Duncan Maxwell Anderson, Senior Editor *Success Magazine*.

*"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

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# About Brent Filson

Brent F. Filson is the founder and president of The Filson Leadership Group, Inc. His Massachusetts firm specializes in helping businesses, governments, and non-profit organizations worldwide achieve significant increases in hard, measured results -- far more results than what the organizations are presently achieving. These objectives are accomplished by having leaders institute special, results-producing methodologies Filson has developed while training and consulting in many business sectors. The methodologies are used daily by leaders of all ranks and functions to create motivational strategies, structures and systems generating what Filson describes as “more results faster, continually.”

His methodologies are so effective, he offers a \$50,000 guarantee. See “Fees And Products.”

He first learned about leadership as a Marine Corps rifle platoon commander. As a civilian, he has, during the past 21 years, helped thousands of leaders and scores of organizations worldwide boost results by enhancing leadership effectiveness. Working with leaders in many top companies, he has developed motivational leadership strategies, processes and skill sets, and created and instituted leadership educational and training programs. He has lectured at Columbia University, MIT’s Sloane School Of Business, Boston College, Wake Forest University, Williams College, Villanova, and more. He has spoken before many dozens of private, non-profit and government organizations.

Filson is the author of 23 books (some one millions copies sold) and more than 100 articles on leadership. His leadership books and articles have been featured some 300 magazines and newspapers. His book, *Executive Speeches: 51 CEOs Tell You How To Do Yours*, has been called “a classic” by the Public Relations Journal. Considered by experts to be a landmark in leadership communication, the book is being used in many educational venues worldwide. His latest book, *The Leadership Talk: The Great Leadership Tool*, has been selected finalist in the careers category of a national book award. During the past year, he has gotten rave reviews being interviewed on some 125 radio programs, discussing his leadership philosophy and processes.

# Your Challenges

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.

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.

*“Businesses without Leadership Talks are missing out on huge streams of revenue.”* – Brent Filson

# Brent's Topic

## **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)

*"I've been using Brent Filson's methodologies for more than seven years. And they get results! They not only get results on a tactical level but a strategic level too."*

— Richard Brown, President & Global General Manager, Fortune 100 Company.

# Who Benefits?

Executives	Team leaders	Customer event leaders
Business owners	Sales people	Financial leaders
Entrepreneurs	Marketing leaders	Administrative leaders
Sales managers	Manufacturing leaders	Logistics managers
Small-unit leaders	Customer service	Corporate and non-profit boards of directors
Managers	Human resource leaders	Research & Development leaders
Training leaders	Organizational development leaders	Meeting planners
Communication leaders	Speech writers	
Operations leaders		

*“A career without Leadership Talks is one long trajectory of missed opportunities.”* –Brent Filson

# A Few Of Brent's Many Accomplishments With Leadership Talks

\* 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. But 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 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 Cancalosi, General Electric Six Sigma Black Belt.

\* 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

# 12 reasons to participate in Brent's Leadership Talk session

Your leaders will:

1. Achieve a big increase in results.
2. Achieve faster results.
3. Achieve measurable results.
4. Achieve validated results.
5. Achieve more results faster on a continual basis.
6. Achieve results focused precisely on the organization's critical needs.
7. Develop, in the one-day session, a specific, tailored Action Plan to achieve the results.
8. Understand and apply the 4 laws of motivation.
9. Learn how to transfer their motivation directly and powerfully to the people they lead.
10. Apply productivity-enhancing tools that they cannot get anywhere else.
11. Learn how to teach Brent's methodologies to others.
12. Will give Leadership Talks many times daily starting the day after their session with Brent and for the rest of their careers.

Ask for Brent's personal message on the details of each of these reasons.

*"We will never know how really effective we are as leaders unless we are leading people to be better than they think they are."* — Brent Filson

# Frequently Asked Questions

Who is Brent Filson? Brent is a noted worldwide expert on leadership. He has worked with thousands of leaders worldwide for the past 21 years. He is called in when individuals need help to dramatically increase their leadership effectiveness and organizations need to achieve immediate and long term increases in results.

What organizations has he worked with? Top leaders in major companies, including General Electric, Southern Company, Ford, NASA, Honeywell, Lexmark International, and dozens more. For a complete list, go to his website.

Is Brent a motivational speaker? Brent motivates audiences to be better leaders, but he is not strictly a “motivational speaker.” He does something he believes is much more important: He teaches his audiences to become motivational leaders who achieve more results faster, continually.

What does Brent mean by “more results faster, continually.” Brent says that leaders do nothing more important than get results. When those results are not simply average but are more results that are being acquired faster and when they achieve “more, faster” on a continual basis, then he says their leadership will be boosting their jobs and careers in significant ways.

What is the primary methodology he teaches for getting such results? The Leadership Talk.

What’s a Leadership Talk? To understand the Leadership Talk, you have to understand these principles: (1) Leaders do nothing more important than get results. (2) Leaders get the best

results when they are not ordering people to do a job but having the people “want to” do the job. (3) There is a hierarchy of verbal motivation, the lowest levels of which are speeches and presentations, the highest level, and the most effective, is the Leadership Talk.

Why is it different than a presentation/speech? The short answer is that speeches/presentations pretty much communicate information. Leadership Talks, on the other hand, establish a deep, human, emotional connection with the audience.

Why is establishing a deep, human emotional connection important in getting results? It is only through that connection that leaders can achieve “more results faster, continually.”

How does a Leadership Talk lead to getting increases in results? The Leadership Talk is not simply about motivating people. People who are just motivated are useless to an organization. The function of motivation is action. Motivated people take action to get results. The Leadership Talk helps define the actions people take then define the results they should be getting from those actions and finally, defines the increases in results the actions should lead to.

Can we measure results? Absolutely. In fact, Brent says that there is no value in organizations without measurements. Brent insists that the results people get through the Leadership Talks are measured. Clearly, all results can’t be measured. But most can. And Brent shows leaders the best ways to go about making such measurements happen.

Can the results help Return On Investment? One of the strong justifications for bringing Brent into organizations is that the results accruing from Leadership Talks can be strongly tied to money/save, money/earned.

What are Brent’s fees and travel costs? Ask for complete fee structure and travel and lodging costs.

How long can Brent speak before our group? From one hour to three days.

Does Brent guarantee his work? Absolutely. Brent guarantees that you will get significant increases in results, beyond those that you would have achieved without using the Leadership Talk. See his \$50,000 guarantee.

Can Brent help me publicize my meeting? Yes, if you want Brent to help publicize the meeting, he can do radio, tv and print interviews. He also has a number of articles that can be submitted to the local newspapers and magazine before the meeting.

How large of an audience can he speak to? He can work individually with a top leader or can give his session before many hundreds of people -- and any audience size in between.

What products can he offer? Brent has published many books and has many bundled products available to purchase.

# Clients

These are some of the companies where leaders have been taught Brent's leadership methodologies.

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.

# What Clients Say

*"The term 'leadership' means different things to different people. Brent's approach to Action Leadership is very specific and can be a powerful tool to obtain specific results. I have applied his 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

*"In a 360-degree process that I went through three years ago my peers recommended that I get out in front of audiences more often. They suggested to me that I had good ideas but I needed to share them. I worked through Brent's methodology and it changed my approach completely. What he teaches is simple yet profound in its implications. We need to motivate people to choose to be our cause leaders, not have people simply do things. Instead of telling people what you know and want them to do, we need to understand their motivation, tap their emotion, and enlist them as cause leaders to share a dream. I keep Brent's card in my wallet to remind me of the steps in the process. Every Leadership Talk that I give follows this process. I recently used this process 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 positive impact on the results."*

—David Goodnight, Vice President, Asia/Pacific & Latin America, Lexmark International

*"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

*"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.

*"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.

*"Brent Filson doesn't just teach you how to lead. He inspires you to do it!"*  
—Duncan Maxwell Anderson, Senior Editor, Success Magazine.

*"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

*"Brent Filson's leadership methodologies continue to be foremost in helping me get far more results at our power generating organization-- and get those results in the best possible ways, by establishing an environment by which people at all levels are continually motivated to do their best."*  
—Ashton Harrilal, Supervisor, Powergen, Trinidad, West Indies.

*"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

*"Brent Filson's expertise in communication, writing, speaking and coaching has been of tremendous benefit to me during our sales meetings."*  
— Ray Shepard, former CEO of Houghton Mifflin School Division.

*"Your books are excellent! You offer all sorts of intriguing ideas which I have not seen in any other books on the subject. Bravo!"*

— Richard Jacobs, Vice President of Executive Communications, The Prudential Insurance Company of America

*"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 Cancalosi, Global General Manager, General Electric Medical

*"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

# Fees & Products

## **Brent Filson's \$50,000 Guarantee**

*The leaders who participate in my One-day, ActionPlan, Leadership Talk Session will be put on track to achieve at least a combined \$50,000 in results.*

*--The results will come in a specific length of time.*

*--The results will go beyond what the leaders are achieving now.*

*--The results can be measured, validated, and used as springboards for even more results.*

*--The results can be translated into money saved/earned.*

*--The results can't be achieved without the help of Leadership Talks.*

*If such results don't happen, I'll completely refund the fee.*



***-Brent Filson***

**Keynote**

*The Leadership Talk: Motivating People To Get More Results Faster Continually*

**\$7,500**

**One-Day Session**

*The Leadership Talk: Motivating People To Get More Results Faster Continually*

*With Action Plan And \$50K Guarantee*

**\$9,500**

*Brent's lodging and first class travel are extra.*

## **Brent's Books & Bundled Leadership Products:**

The cost of the products are added onto the basic fees.

### **Books**

The Leadership Talk: The Greatest Leadership Tool There is no other leadership book like this. The product of Brent Filson's work with thousands of leaders of all ranks and functions worldwide for nineteen years, it represents a paradigm shift in the field of motivational leadership. The Leadership Talk shows not only what is important for leaders in motivating people to get results, but precisely how to motivate people and keep them motivated, day in and day out, and powerful, practical steps for linking that motivation to continual increases in results.

\$24.95 Hardcover

\$14.95 Softcover

101 Ways To Give Great Leadership Talks: Brent's supplement to The Leadership Talk: The Greatest Leadership Tool will help broaden and deepen your abilities to give Leadership Talks. Meant to be read and applied only after you have read and applied the principles and processes of The Leadership Talk, this book, can be a leader's companion for years to come.

\$8.95

Executive Speeches: 51 CEOs Tell You How To Do Yours: The one indispensable skill that leaders must possess is the ability to communicate, the ability to inform, persuade, convert, and compel. Brent Filson believes that the basis of communication is the speech. So, he interviewed 51 CEOs of successful companies for techniques on what worked for them in preparing and delivering speeches -- not only speeches to large audiences but also to small groups of people.

\$49.50

Defining Moment: Motivating People To Take Action Organizational success results from people taking action that achieve results. Leaders do nothing more important than motivate people to take action for results. Plain speech triggers action. These are the propositions on which Brent Filson's new book on motivational speech and leadership stands. It offers a practice guide to preparing and delivering speeches that motivate people to take action for results.

\$39.50 Hardcover

Results! Results! Results! Getting More Faster. This is the fourth book in Brent Filson's Action Leadership series begun nearly a decade ago. Action Leadership is a compact cosmos of leadership tools and interlocking motivational systems that help leaders get more results, faster on a continual basis. Read this book, and you can start using the principles and processes of Action Leadership now -- and you can continue to use them for the rest of your career.

\$42.50 Hardcover

Authority Is A Poor Excuse For Leadership, 325 Maxims For Action Leadership Maxims have an illustrious history in the annals of leadership. Applying the less-is-more principle of expression, maxims use our intuitive knowledge to trigger action, guide behavior and promote values. Maxims are especially important in these times of sharpened competitiveness when the traditional order-giving models of leadership are being replaced with a kind of leadership that is all about motivation, action and results.

\$24.60 Hardcover

### **Bundled Products**

Basic Package: Save more than \$50.00 but get a lot more! Buy these books individually, and you would pay \$190. But when you buy them all together, you save \$90.

\$99.00

Advanced Package: The Basic Package + A hard-hitting Video: Four steps to Achieving Big

Results Now + Brent's Two Hour Session on The Leadership Talk To A Group Of High Level Leaders In A Major Global Company.

\$199.00

Premium Package: The Basic Package + The Advanced Package + The Leadership Talk ActionPlan™ Guide Book.

\$299.00

Masters Package: The Basic Package + The Advanced Package + The Premium Package + The 35-Day "Get Started" Guide Book and The Results!Results!Results! Follow-up Guide Book.

\$499.00