

The ATTITUDE of LEADERSHIP

TAKING THE LEAD AND KEEPING IT



KEITH HARRELL

In this dynamic keynote...

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

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

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

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

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

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

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

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

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

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

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

Why do over 100 meeting planners hire Keith each year?

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

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

Our clients say it all...

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

VERIZON WIRELESS, JIM MCGEAN, PRESIDENT

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

GAMA INTERNATIONAL, ROBERT H. BACCIGALUPI, VICE PRESIDENT

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

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

Some of our clients include...

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

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

