

KRIEDEL

BOB KRIEDEL, Ph.D.

"One of the Countries leading authorities on change and human performance."

U.S. News & World Report

Author - New York Times and Business Week best sellers

Commentator - ESPN and NPR's Marketplace Program

Former Advertising Executive & Faculty - Stanford University Exec. Management Institute

Co-Founder - One of the first sports psychology institutes and coach for

Olympic/professional athletes and teams

Dr. Robert Kriegel's bold, innovative strategies for keeping ahead of the changes and challenges in today's dynamic work climate have made him one of this country's most in demand business speakers.

Kriegel's hard hitting, high energy, humor filled presentations entertain, inform and inspire. You will learn tools and techniques to:

Develop and lead proactive Change-Ready® organizations

Differentiate from the competition and deliver the impossible for the customer

Streamline processes by rounding up sacred cows that are costly and prevent change & innovation

Turn innovative ideas into action

Perform at peak levels under pressure

The New York Times said his work "spurred a revolution in performance practices."

All of Dr Kriegel's presentations are customized to reinforce the objectives of your meeting, address the specific challenges and concerns facing the audience and have practical take home value.

Here's what clients say:

"You 'hit it out of the park'....your remarks were perfect for our group in our ever changing business world and industry."

Exec VP & Chief Operating Officer Coca-Cola Enterprises

"Thank you for your energizing speech about how to lead the organization in a changing environment... tailored to the issues and challenges Pfizer is facing."

Exec. VP CFO, Pfizer Corporation

"Thank you for your tremendous presentation at our National Dealer Conference."

VP & GM Toshiba American Info. Systems

"Superb message and a great close to our National Sales meeting. You were definitely the right choice and delivered the message that I wanted... Obviously your message and engaging comments were well received via the well deserved standing ovation."

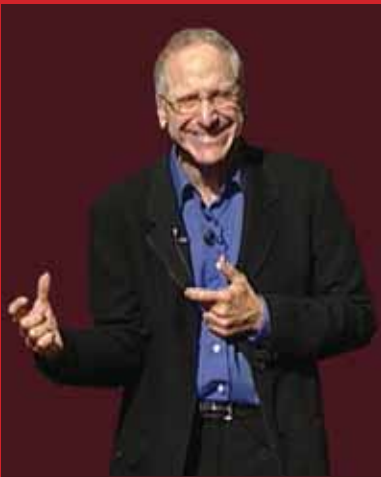
Sr. VP Hilton Hotels Corp.

"I have never seen 200 people more charged up and ready to conquer the world than I have after your talk."

Vice Chairman Bank of America

"Your presentation was superb... the tailoring of the presentation could not have been better. The attendees gave you the highest marks a speaker could achieve."

Chairman, Preview Properties



To fully customize his presentation, Dr. Kriegel will send you a detailed questionnaire, read your materials, and conduct an in depth phone conference. In addition, any of the listed topics and modules can be combined for your presentation.

TOPICS:

DEVELOPING A CHANGE-READY® MIND SET

Creating change not just responding to it
Becoming proactive not reactive, leading not following
Playing to win rather than not to lose
Increasing motivation and excitement about change

IF IT AIN'T BROKE...BREAK IT!®

Riding the wave of change without wiping out
Flipping rules, looking outside & thinking like a beginner
Bold, innovative 'out of the box' thinking strategies for:
Keeping ahead of change
Solving old problems in new ways
Creating new opportunities and possibilities

SACRED COWS MAKE THE BEST BURGERS

Eliminating outdated thinking and practices
How to:
Round up Sacred Cows that cost money and prevent change and innovation
Have a Sacred Cow hunt
Streamline processes and operations
Control email epidemics, paper piles and meeting mania

LEADERSHIP

Turn Managers into Leaders - Developing a Change-Ready® Culture
Three strategies for motivating people to change
Creating an environment where innovation flourishes
Four steps for turning ideas into action
How to overcome 'firehosing' and resistance to change

SALES, MARKETING & CUSTOMER SERVICE

Selling solutions not products to keep out of 'commodity hell'
Innovative strategies for:
Surprising not just satisfying customers
Differentiating from the competition
Outthinking not outworking the competition

MOTIVATION & RECOGNITION EVENTS

Using success as a springboard to greater heights
Why some people keep winning and others don't
The most overlooked strategy for keeping on top
How to conquer the sabotage thinking that traps winners
Why you should always mess with success

HI-TECH

Out of the Back Room and onto the Front Line
High Tech needs high touch to be highly successful
How to think strategically and add value to business units
How to sell to internal customers

