



Joe Calloway

Joe Calloway is a performance expert who helps companies to align people, culture, and strategy to drive results. He is the author of four ground-breaking business books, including *Never By Chance: Aligning People and Strategy Through Intentional Leadership*; *Work Like You're Showing Off: The Joy, Jazz, and Kick of Being Better Tomorrow Than You Were Today*; and *Indispensable: How to Become the Company that Your Customers Can't Live Without*. His most recent title, the bestselling *Becoming a Category of One: How Extraordinary Companies Transcend Commodity and Defy Comparison*, received rave reviews from the *New York Times*, *Retailing Today*, *Publishers Weekly*, and many other publications.

Joe is a guest lecturer at the Scarlett Leadership Institute and has served on the faculty of the Center for Professional Development at Belmont University.

Although he has been inducted into the Speakers Hall of Fame, Joe does not deliver traditional "speeches." Instead, he actively engages audiences in highly interactive keynotes and workshops that challenge assumptions and create new ways of thinking.

Speech Topics

Becoming a Category of One: How Extraordinary Companies Create and Sustain Success

Based on Joe's bestselling book of the same name, "Becoming a Category of One" is a roll-up-your-sleeves session about the mindset that creates market leaders. Becoming a Category of One is about the attitudes and ideas that top performers bring to challenges and opportunities every single day. A Category of One mindset means that you:

- constantly seek out new ideas from top performers outside your industry
- improve and innovate every day
- focus on being the best at what the customer values most
- become the company that customers truly love to do business with
- decide to go—take decisive action on ideas that improve results and drive growth

Find out what market leaders and top performers do that you can do in your business if you just choose to. Choose *Becoming A Category of One*.

Alternative titles:

Building Your Brand from the Inside Out: The People behind the Promise

Category of One Leadership: Aligning People and Culture to Drive Results

Minds Wide Open: Creating a Mindset of Ideas, Innovation, and Improvement