



Keith Ferrazzi

Keith Ferrazzi is the Founder and CEO of Ferrazzi Greenlight. He provides market leaders with strategic consulting and training services to increase company sales and enhance team performance.

Ferrazzi Greenlight strategically leverages the insight of its executive team, whose careers span the highest echelons of corporate America, along with principles from Ferrazzi's bestselling book, *Never Eat Alone*. *Never Eat Alone* has been recognized as one of the best business books of 2005, 2006, and 2007. His recent book, *Who's Got Your Back*, guides readers to develop an intimate inner circle, a handful of people who they trust completely to hold them accountable to ever higher levels of achievement.

Ferrazzi created The Relationship Masters Academy, an online learning academy for "people skills" that delivers an exclusive program aimed at sales people and business professionals. Ferrazzi is a frequent contributor to CNN and CNBC. He has authored numerous articles for leading business and consumer publications, including *Forbes, Inc., The Wall Street Journal, the Harvard Business Review, and Reader's Digest*.

Ferrazzi was previously Chief Marketing Officer and Head of Sales at Starwood Hotels, where he oversaw marketing activities for global brands including Sheraton, Westin, The Luxury Collection, St. Regis, and W Hotels. Ferrazzi also served as Chief Marketing Officer for Deloitte Consulting, a leading global management consulting firm, where he developed and managed the industry's first globally integrated marketing organization.

Ferrazzi's foundation, Big Task Weekend, is an impactful, invitation only event that brings together a diverse group of visionary leaders from top organizations to facilitate partnerships to solve the world's biggest challenges.

Speech Topics

Who's Got Your Back

Give your associates a strong sense of security and purpose in unstable times with Keith Ferrazzi's *Who's Got Your Back* keynote. His message: Everything we need to succeed is in our grasp. It's the people around us. Not just family and friends – the people we work with.

In a time of cutbacks and layoffs, your organization needs this message more than ever to bond together, build resolve, and emerge from the crisis even stronger. Creating deep community bonds among employees, what Ferrazzi calls "lifeline relationships," is an incredibly effective instrument for continuing change and growth in the workplace – the kind that translates to bottom-line impact.

Ferrazzi presents a vital lesson for leaders: by increasing engagement among their teams, they'll enhance productivity, innovation, and growth. Research tells us that *strong socials bonds* drive high-performance teams, and that employee engagement – highly correlated with

the depth of workplace relationships in Gallup studies – has direct impact on both revenue and profitability.

The problem is, individuals often lack the skills, and the permission, to tap their work-based support structure. While serving corporate leadership teams, sales forces, and other organizations, Ferrazzi developed the mind-sets and the methodology to do exactly that.

This is more than a feel-good message. Ferrazzi's keynote provides an interactive, transformative experience for sustainable change in your organization. In the first part of the 60-minute talk, he and a senior leader from your company introduce the talk together. Then Keith leads participants through a series of exercises to shift their mindsets from isolation to connection.

This creates the foundation for two powerful tools for workplace excellence: *candor and accountability*, the keys to identifying problems, developing creative solutions, and then sticking to plans for follow through.

Ferrazzi then introduces the *Who's Got Your Back* roadmap for building and creating a core group of lifeline relationships, including:

- a process to identify and strengthen bonds with lifeline candidates – those who have the potential to “get it and care”
- a team-based format for refining goals and work plans
- tools to identify and overcome career-crippling bad habits
- keys to sustaining a commitment to excellence and growth over time

This keynote resonates throughout an organization for months to come – particularly when supported by the book as a resource. Your employees will have the tools and the motivation they need to enact the program for lasting impact on the vitality of your organization.

Relationships for Revenue Growth

Revenue growth demands that every level of your organization – from the CEO to the sales force – be competitive in the art and skill of relationship building. Keith Ferrazzi's highly interactive, dynamic **Relationships for Revenue Growth** talk boils 20 years of research and 60 hours of curriculum into one speech. Participants experience new techniques to build relationships right in the room and leave enthusiastic and prepared to put them into practice to improve your business and their lives. Results for your business include increased customer loyalty and net promoter scores, a shortened sales cycle, more and stronger referrals, and increased ability to sell to the C-suite. This talk can be customized for the sales force, executive leadership, or any level of your organization, and can also include supplemental breakout sessions or webinars.

Relationships for Leadership Success and High-Performance Teams

Research shows that high-performance teams are also the most highly committed teams. As you look around your organization, can you honestly say that your people are committed to not letting each other fail? The very best leaders know how to help their team build strong, engaging relationships. Keith Ferrazzi's **Relationship for Leadership Success and High-Performance Teams** keynote provides the mindsets, processes, and tools to transform even the most conflicted team or politicized company culture into a closely bonded working unit. This talk deeply leverages the consulting methodologies that have made Ferrazzi Greenlight the go-to firm for transforming company culture. Participants practice Ferrazzi's techniques right in the room during the highly interactive, dynamic talk, which offers a clear roadmap to greater transparency, faster decision-making, more robust problem-solving, and innovative

thinking among teams – incredible assets to boost your bottom line. Leaders will leave with a strong understanding that in today's workplace, success isn't achieved alone. Keith is also available to lead supplemental breakout sessions and webinars.

Who's Got Your Back: Supercharge Your Networking and Move from Membership to Community (Keith's Associations Special!)

This keynote is actually a uniquely effective 4-part offering tailored specifically for associations or any organization looking to build deeper community and supercharge networking at their annual meeting. It is based on the breakthrough program presented in Keith Ferrazzi's #1 NYT bestseller *Who's Got Your Back*, as seen on *Good Morning America* and *Larry King*. With a focus on interactivity, the master of relationships helps you unleash the power in the seats to launch sustainable community among your members during his talk. Participants connect more deeply and actually make commitments to each other for the coming year to aid each other's success. The result is not just a transformed event, but newly found year-round value for your membership. This talk promises increased renewal rates, increased satisfaction scores by at least 30 percent, and the assurance that your annual event is one that people will be talking about all year round. Ask to hear about how Keith's "4 P's" can transform your membership!