

LAURENCE HAUGHTON



Laurence Haughton is one fast thinker, a fact he proved when he redefined speed as a competitive tool for business in his New York Times/Wall Street Journal best seller, *It's not the big that eat the small...It's the FAST that eat the slow.*

Now Haughton is doing the same for follow-through in *It's Not What You Say... It's What You Do – How Following Through at Every Level Can Make or Break Your Company.*

Haughton is a management consultant with over 20 years of front-line experience in manufacturing, retail, media and service industries.

During his career Haughton has helped thousands of entrepreneurs and executives achieve higher revenues and profits by sharing new strategies for finding, keeping and growing customers and revolutionary tactics that make leaders faster and more effective.

Haughton has co-hosted televised conferences, keynoted end-user meetings and keynoted presentations for trade groups, entrepreneurs and Fortune 50 companies like Kodak and AOL Time-Warner.

He lives in Northern California with his wife and two sons.

Speech Topics

THE ART OF EXECUTION- Protect your best initiatives from the mental mistakes that kill follow through. We will go step-by-step, story by story through the tactics of a flawless execution process

MORE BUY-IN- Most executives underestimate how hard it will be to overcome reluctance to change. Learn a unique battle plan that outmaneuvers the resistance and gets more buy-in.

MAINTAINING MOMENTUM- What helps those special few sustain commitment, urgency, and action despite obstacles and setbacks? The answers are in this 3-step strategy for maintaining momentum long after the mood has passed.

HOT TEAMS- We've all heard advice like "get the right people on the bus." But almost nobody explains how. In this workshop you'll learn exactly how to find the right people and create the right chemistry.

IT'S THE FAST- Answers to the toughest questions about making velocity a competitive advantage like the difference between speed and haste and what will get everyone to stop dreading the need for speed.