



DAVE GORDON

**Keynote Speaker, Author, Coach,
Brand & Communications Expert**

Better Leaders
High Performing Teams
Stronger Brands
Loyal Customers

Dave Gordon is a motivator, educator, author and inspirational coach.

As a communications and brand expert, marketing leader and professional keynote speaker, Dave is always focused on helping audiences identify, communicate and deliver their unique value to build stronger, more positive personal, team and corporate brands.

Dave has over 30 years of experience aligning thousands of people, leaders, teams and organizations around the message and mission of positive communication and leadership. His unique and entertaining speaking and training style is derived from his combination of many years leading global corporate sales and marketing teams with his extensive experience in the entertainment and hospitality industries. Many of Dave's audiences include corporate executives, sales teams, front-line managers, team leaders and meeting planners looking to infuse their people with a greater sense of purpose and productivity in work and life.

Dave's professional experience gives him an intimate understanding of your audience's challenges, and opportunities for growth. Dave is the co-founder of Gordon Creative, a brand consultancy helping organizations improve performance through personal, team and organizational brand alignment. He is also the Chief Marketing Officer of Gallagher Bassett, a caring organization on a mission to help people overcome loss, injury and adversity.

His first book, *TIP: A Simple Strategy to Inspire High Performance and Lasting Success*, published by John Wiley and Sons, is available for purchase at all major retail and online booksellers.

Dave Gordon's Bio

Dave Gordon is an internationally recognized brand, marketing and communications expert. He is an inspirational leader, speaker and author with a mission to help people identify, communicate, and deliver their unique value to build stronger personal, team and corporate brands. Dave's work has positively impacted teams, organizations and associations in countries around the world, including The United States, Canada, The United Kingdom, Australia and New Zealand.

Companies, teams, schools and associations that have benefited from Dave's involvement include: The Ritz-Carlton, Marriott International, American Express, Novartis, PwC, Arthur J. Gallagher & Company, AutoZone, Gallagher Bassett, Alliant Credit Union, Southern Glazers Wine and Spirits, Samsung, Hospital for Special Surgery, Apple, Twin Peaks Restaurants, Quanta Services, VF Outlet, Manpower Group, Whole Foods, Oklahoma University - Price College of Business, Baylor University Center for Professional Selling, and the National Retail and Restaurant Defense Association.

Dave is the co-founder of Gordon Creative, a brand alignment and communications consultancy. He is also the Chief Marketing Officer of Gallagher Bassett, the premier global provider of global risk and claims management services, dedicated to helping people face adversity and uncertain futures with confidence.

His first book, *TIP: A Simple Strategy to Inspire High Performance and Lasting Success*, published by John Wiley and Sons, is available at all major retail and online booksellers.

Dave is a graduate of The Johns Hopkins University. He's not a doctor, but he did play one on TV.

Dave Gordon's Introduction

Dave Gordon is an internationally recognized brand, marketing and communications expert. For over 30 years he's been creating better leaders, high performing teams, stronger brands and loyal customers.

Dave believes in short introductions because his time is limited and he has just one goal today: To create a memorable and meaningful experience for you, that will positively impact your career, your business, your team, and your life. Everyone please join me in welcoming Dave Gordon.



What Does Dave Gordon Bring to Your Audience?

- 30 years of leadership, customer service, C-level business acumen, and a first-hand understanding of what motivates, educates and engages audiences.
- An interactive environment that creates personal and team connections, as well as a common language and structure to promote meaningful dialogue and connections long after his presentation and your meeting or event.
- Information and teachings that can be immediately applied into daily routines that will inspire a new or reinforced mindset of personal accountability, high performance and lasting success.
- Actionable and behavior-changing takeaways received in a fun, engaging, easy to digest, and highly energetic style.
- Creativity, humor and insights combined into a powerful message told in the engaging languages of visuals, words, statistics and stories.
- Professionalism, politeness, positivity and an executive presence that is equally good during your planning phase as he is on the stage.



All sessions are customizable to the specific needs and outcomes of any audience in need of a mind shift or inspirational reminder of what it takes to achieve high performance and lasting success.

Keynote Topics

- Stand For Your Brand
- Take It Personally
- Rock Your Role
- You Had Me at Hello
- Results of Resilience
- Driver of Positive Change
- Power of Positive Leadership
- Precision Decision
- Communication Transformation
- The Next Team

For additional information on all topics, go to davegordon.net



Stand For Your Brand

Personal branding is the promotion, education and sustainability of the unique value and purpose that differentiates you from your colleagues and competitors. Without it, you are simply your title, your company and your function. With it, you are a marketable product of unique value that stands out from the crowd.

When the world or your company knows who you are and what you stand for, your brand becomes more valuable. When your brand is more valuable, people want you on their team. When you are wanted, your company and the clients you serve are much more willing to pay and promote you for your differentiation.

No matter your career, your level of expertise, your industry or your role, it's time to take ownership of your reputation, focus on the unique value you bring to the world, and take a stand for your brand.

When you develop a strong personal brand, it immediately increases the value of your team and your company. As a leader, salesperson or customer service representative, you are the face of your brand. But, nowadays, with social media allowing anyone to talk to the world at any given moment, any employee, partner or customer can be the face of a company, just as much as the CEO.

Key takeaways of the session will be awareness and application of the four cornerstones to build a stand out personal brand:

- **Identity – What makes you interesting, unique and valuable to your customers and team?**
- **Communication – How do you confidently communicate your value to your stakeholders?**
- **Actions – Are your actions consistent with your identity and perceived value?**
- **Unique Value – What experiences do you create that classify you as a collaborative partner?**



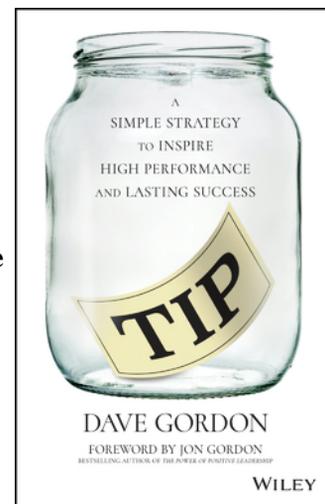
Take It Personally

Companies spend an incredible amount of time, effort and money to get their identity, messaging, and unique value proposition just right. But, the moment they launch their new campaign, message, product or service, the value of the brand becomes the responsibility of anyone who directly interacts with a customer. Nurse, salesperson, waitress, financial advisor, teacher, CEO, data analyst...it really doesn't matter who you are; we all serve a customer.

In any service industry, employees are accountable for the fulfillment of a promise to your customers. The delivery of consistent quality customer service is crucial for everyone in the organization and a team will only succeed, and a company will only grow, when each person on that team is accountable for their own success and brings unique value to their role while representing the larger team and organizational brand.

Based on Dave Gordon's book "TIP: A Simple Strategy to Inspire High Performance and Lasting Success," this session will leave the audience with the following new takeaway skills and beliefs:

- **Greater accountability for personal, team and organizational goals**
- **Alignment of beliefs, thoughts, actions and goals to the team/organization**
- **Ability to consistently represent the best version of oneself with confidence**
- **Commitment to behaviors that align to a brand promise**
- **Greater fulfillment of the promise made to colleagues and customers**





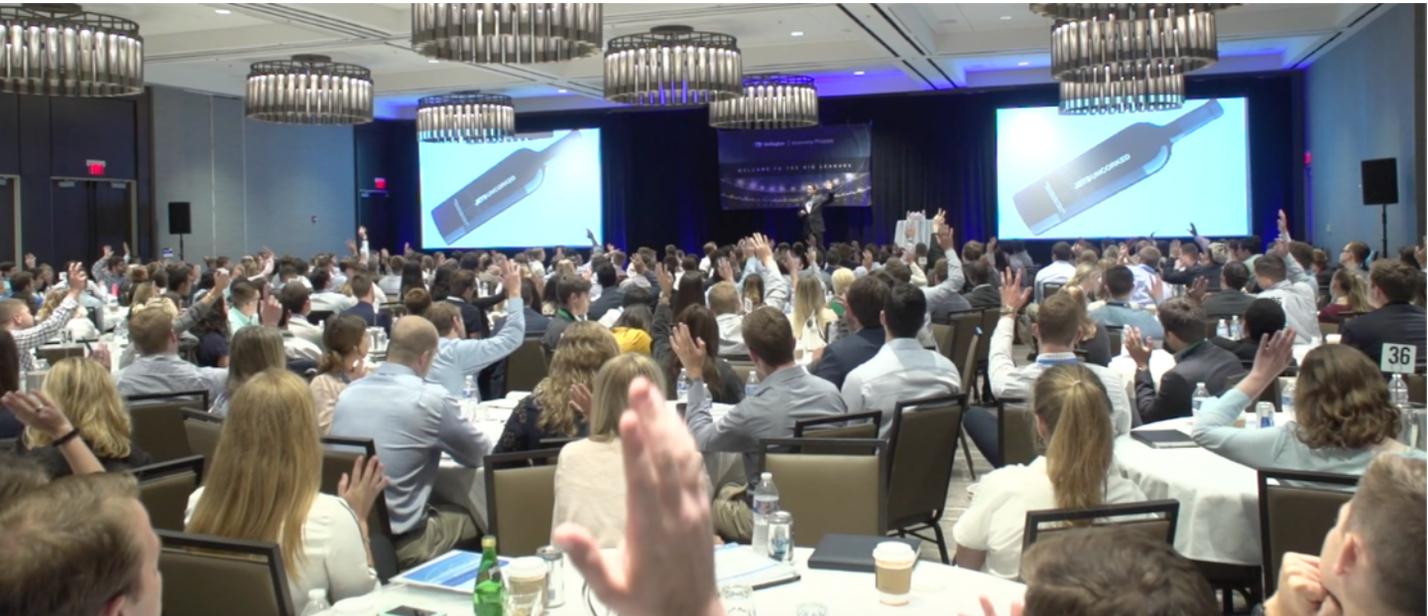
Rock Your Role

Your work-day starts with an entrance but, do you have an entrance song? We have wedding songs, fight songs, workout songs, love songs and songs that continue to anchor us to the meaningful moments in our lives. What song is playing in your head when you walk in the door to work? If it's "Highway to Hell" by AC/DC, we have a problem. And, actually, we do have a big problem. 70% of employees are disengaged with their jobs and their work. It's not because they don't value their job...it's because they have lost the meaning behind what they do. They are uninspired. They have no soundtrack to their lives. Unfortunately, the people who lead and manage them are just as disengaged.

The best leaders have the ability to help others believe their lives are purposeful. But, if you are not sure what you are doing or why you are doing it, why on earth would anyone follow you? To be a great leader you must be able to create meaningful experiences and emotional anchors for yourself and your people to ultimately influence change. You must be able to help someone understand how, every day, they have the power to influence their own change and the ability to make a difference in the lives of customers and colleagues. The best leaders, like the best songs have the ability to get people to move! ROCK YOUR ROLE is a highly interactive, entertaining session designed to motivate, inspire and educate attendees on the best practices of authentic, emotional and inspirational leadership.

By applying the principles of emotional intelligence, "flow" and leader branding we help attendees find, rekindle or enhance the meaning of what they do each and every day. By embracing the emotional language of leadership and a greater sense of purpose to influence change, they will not only boost productivity in themselves, but also their teams and their entire organization. And, yes, there will be music in this session. Lots of music.

- **Embrace the roles they have in work and life**
- **Increase productivity and confidence in themselves and their people**
- **Master the skills to become a more creative, engaged, communicative and empowering leader**
- **Create meaningful connections between their work, their co-workers, and their company**
- **Better understand the "stories", "songs" and "soundtracks" that inspire**
- **Create a more empathetic and engaging "voice" of leadership**
- **Understand their responsibility and purpose to influence change**



You Had Me at Hello

“Hello” is the first moment in any relationship. It’s that moment of magic when two people who have never met before suddenly form a connection. Whether that connection lasts depends on many factors, but mastering that first moment of “hello” will give you best chance to not only make a first impression, but a lasting one. What does your hello say about you?

How good are you at making connections with people of influence? In a world where much of our communication is now done via email and texting, the art of starting and sustaining real time, authentic, face to face, verbal conversations is becoming more important than ever. Deals are made and careers are built on the ability to quickly connect to and earn trust from clients and colleagues. Therefore, those professionals who can immediately engage and connect to their most important prospects and stakeholders will always be perceived as more valuable in the marketplace.

YOU HAD ME AT HELLO is designed to inspire people to develop their “one to one” and “one to many” relationship building skills. By employing the principles of personal branding, brain science, positive psychology and persuasive communications, attendees will become more confident in their ability to connect with audiences of influence.

- **Create more engaging first impressions**
- **Immediately establish credibility and trust with clients and colleagues**
- **Speak with confidence and clarity in any public situation**
- **Use the power of eye contact, body language and voice inflection to engage**
- **Create more lasting and meaningful business and personal relationships**



Communication Transformation

In a typical day, you spend up to 90 percent of your time engaged in some form of written or oral communication; influencing, convincing, persuading, selling, negotiating and producing. However, if you are like most business professionals, you are sharing information and content...but you are finding it difficult to connect with your audience.

Technology has made it possible to share enormous amounts of information which has made communication both easier and harder. It is easy to share, but harder to make a real connection with your audience. Studies show communicators who can create and share content that is more relevant, interactive, visual, emotional and actionable will connect easier with audiences and increase productivity, engagement, sales and learning.

By changing an “FYI” culture to a set of communication values that embrace the principles of “change, challenge or champion” attendees will be able to understand the audience mindset and create meaningful connections with their most important stakeholders and customers. Whether it is a face-to-face meeting, presentation, training class, webinar, phone call or written correspondence, there are best practices that need to be followed to influence others to change and create a culture of learning and growth.

- **Present complex issues and ideas in a clear and simple manner**
- **Influence others to act on their Ideas**
- **Master the persuasive power of stories to easily engage their audiences**
- **Transfer belief with a balance of credibility, logic and emotion**
- **Embrace positive language to foster collaboration and cooperation**
- **Create brand alignment between themselves, their teams and their organization**

The Power of Positive Leadership

Dave Gordon



Power of Positive Leadership

Leaders have a unique ability to inspire employees around a vision and a mission. It is the leader's passion and strong belief in this vision that makes employees want to follow. If the future of your organization depends on empowering your managers to act more like leaders, then the next step is to give them the tools and techniques to understand and communicate the “big picture” to the teams they manage. People need to believe their achievements will make a difference. Therefore, we need more managers to take on the role of “leader.” To do this, they will need to develop a new set of skills based on a new belief system.

By following the principles of leader branding, persuasive communications, “big picture” thinking and archetypal brand development we inspire front line managers to take on greater accountability for implementing change management initiatives as well as more responsibility for the motivation, education and growth of their people and teams.

In partnership with best-selling author Jon Gordon, author of “The Energy Bus” and “Power of Positive Leadership,” this session will leave the audience of managers armed with new skills and beliefs for greater team success. Key takeaways from this session will include the ability to:

- **Create a long-term vision for themselves and their people**
- **Understand the difference between power and influence**
- **Know the value of giving credit and taking blame**
- **Motivate others through a transfer of belief, passion and respect**
- **Deliver clear, concise and consistent communication**

Dave Gordon's Most Recent Audiences



The Ritz-Carlton®



NOMURA



Lbrands



HOSPITAL FOR SPECIAL SURGERY



What People Are Saying About Dave Gordon:

Dave was overwhelmingly the favorite speaker. His was a great topic for our employees presented in a fun, engaging manner. The attendees loved his energy as well as the messaging.

- **Director, American Express Meetings and Events**

Dave was the keynote speaker for two of our regional meetings totaling 1200 sales associates. It was very easy to work with him, and he brought creativity, positivity, and a sense of enjoyment to our meeting which focused on getting energized for the future. Dave conveyed a powerful message with hilarious anecdotes which promoted an enthusiastic buzz that I'm sure will continue to resonate with our teams for many months to come. Many thank for helping us kick off our digital transformation efforts! - **Director of Learning and Development, Southern Glazer's Wine and Spirits**

Dave Gordon knocks it out of the ballpark as a keynote speaker! He truly makes an effort in advance to understand who his audience will be, and tailor the presentation accordingly. He connects! His delivery is energetic and positive. Our audience loved him! - **Farm Credit Services of America**

Thank you for the incredible seminar today as well as your energy and enthusiasm. It was a refreshing breath of new ideas for all of us. - **HR Leader - Samsung**

We really felt that having an outside expert to move us in the right direction was helpful and allowed us to all participate in the process. Results? We hit all our numbers and got back our 5th diamond. Priceless. - **Director, Meetings and Events - Ritz Carlton**

We thoroughly enjoyed all of the interaction during your presentation. The audience was engaged and captivated with your delivery and style. To this day I still recall everything you said. Thanks for elevating our partner meeting to a new level. - **Team Leader – AutoZone**

100% of the attendees ranked your presentation style a 5 out of 5 stars. A great way to kick off our conference, your presentation and positivity gave structure to the discussions later in the conference. The interaction was great and your humor and unique stories kept everyone engaged. Fun, motivational and lots of practical tips to take back to the real world. - **NICU Leadership Forum**

I have had numerous people stop by and tell what an awesome day it was and how they can apply the information you taught to their daily routine, and after all that is the most important part of learning something new. Thank you for bringing our purpose back. - **CNO – Cook Children's Hospital**



Thank you for making the trip to work with our team. There was a tremendous amount of positive feedback. The entire team collectively felt like they took away concrete messages and action items while having fun and also being challenged outside their comfort zones.

– Apple, Inc.

Thank you for leading a dynamic and informative keynote address at the NRRDA Annual Conference in San Diego. Our attendees had only positive remarks to say about you, and your brand.

– National Retail and Restaurant Defense Association

A rare mix of creativity, leadership and business acumen you don't normally find in one place. He understands what motivates, and engages an audience from the stage, in a workshop or just putting a strategic plan together. It has been a pleasure working with Dave in all areas of sales training and communications for the past year. Highly recommend him. True artist at what he does.

- VP, Training and Education – DaVita

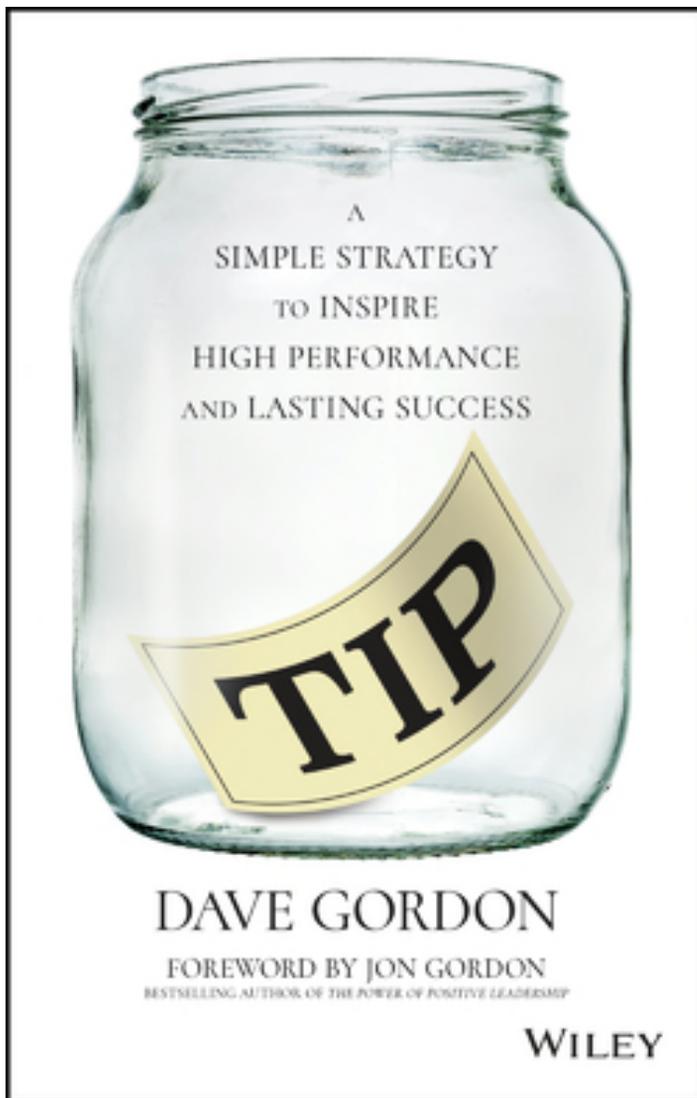
Thank you for serving as our speaker for the Professional Development Program's Branding Session. Your talk brought in a record PDP attendance of over 400 students! Everyone enjoyed all your examples and learned a lot. – **Center for Professional Selling – Baylor University**

Most recently, our management team worked through a full day with Dave. He is a great strategist who brings very practical and thoughtful approaches into the session. He asks very thought provoking questions and has a great facilitation style. Our team was raving about him and the work he has done with us. - **HR Business Partner – Bayer**

I really enjoyed Dave's session. The fact that it was interactive and you could participate made it hold my interest more than other learning sessions. The session made me think about my communications, my actions and developing my own identity. I also liked that Dave used personal examples/stories to demonstrate key points. It made it easy to relate. I plan to incorporate the lessons I took away into my work and my personal life. Understanding yourself and knowing your own brand will drive you to be a better consultant. - **Financial Services Advisory – PwC**



Dave's Breakout Personal Success & Leadership Book



TIP is for the professionals and high potentials who want a resource and a plan to help them make a name for themselves as valued stand-out performers for their teams and organizations.

TIP is for leaders, managers, and coaches who want to inspire their people and improve the productivity of their teams. *TIP* creates a common language of expectations and value, on which you can build stronger relationships and better results.

TIP is for young professionals and the next generation of talent entering the workforce who need a guide and a plan to build the career of a lifetime.

TIP is for anyone in any stage of work or life who needs the inspiration to remember, or discover, their passion for what is most important. You always have the power to create a new beginning for your own story.

Get the results, recognition, and reputation you deserve.

In *TIP*, Dave Gordon tells the engaging and motivating story of Brian Davis, an average salesperson who is fired without warning, for being average. After 10 years at the same company, he is suddenly faced with no immediate prospects, an uncertain future, and a young family to support. With minimal savings, and determined to not lose everything he's worked for, he reluctantly takes the only job he can get at a popular bar and restaurant called "Crossroads." Guided by an unlikely mentor, and insightful colleagues and customers, in an unforgiving environment of relentless customer service, he learns four simple principles to take control of his life, his career, and his future:

- Enhanced self-awareness
- Confident communications
- Commitment-based actions
- Fulfillment of a unique value promise

TIP is a timeless, inspirational story created to remind anyone in a position judged by performance, that the only way to achieve continued recognition and success in work and life is to take personal accountability for your reputation and your results.

Whatever your role, or level of success in your career, *TIP* is a guide that will help you discover, or remember, how to consistently bring unique value to your team, your organization and your most important customers. This easy read will get you fired up to be your "true you" and provide a strategy for personal success, complete with a coaching guide and action plan.

Available at all major retailers

**BARNES
& NOBLE**

amazon

BAM!
BOOKS-A-MILLION

Endorsements for TIP: A Simple Strategy to Inspire High Performance and Lasting Success.

“A team will only succeed, and a company will only grow, when each person on that team is responsible and accountable for their own results. If you want to consistently bring your best every day, you need to read this book and follow Dave’s game plan for personal, team and organizational success.”

Jon Gordon, WSJ Best Selling Author, The Energy Bus and Power of Positive Leadership

“I love this story and this book. It truly sends a powerful message and takes what I have learned from Dave Gordon to the next level. I am sharing this with everyone I know and telling them to read it – TWICE!”

Kurt Leisure, Vice President, Risk Services, The Cheesecake Factory

“Every great athlete, CEO, leader, teacher, and parent understands that greatness is a journey filled with the creative meaning of trying, falling, crying, laughing – and persevering, because the journey is what makes the difference. In TIP, Dave uses the power of conversation, of words, to compel you to cheer the hero along, all the while really cheering for yourself to become the best you can become.”

Brian Hainline, MD, NCAA Chief Medical Officer

“In a service industry, our employees are responsible for the fulfillment of our promise to our customers. Brand alignment, and the delivery of consistent quality customer service is crucial for everyone. In TIP, Dave has taken the his “stand for your brand” principles and created a powerful resource with broad appeal and helpful guidance for any leader looking to build a world class team, company or brand.”

Scott Hudson, President & CEO, Gallagher Bassett

“You cannot always impact what happens to you but you always have the ability to respond. Dave Gordon is a master at helping you see through the fog of adversity and setting the right course for your future. He helps you discover your brand, and reminds you to always protect it.”

Jon McGavin, Area General Manager, The Ritz-Carlton & JW Marriott Orlando, Grand Lakes

“After reading TIP, you will have no choice but to look at your own career and relationships through a different lens; one that empowers you to never accept being “average”, and to take control of your future with a simple plan for personal innovation.”

Jenny Hutt, Author, SiriusXM Host of Just Jenny, and Co-founder of BunnyEyez.

“How you feel about a brand or company often comes down to one individual who either cared deeply, and took accountability for the experience of a customer, or just didn’t give a flip. TIP is a resource for anyone who wants to inspire their people to care more and have a positive impact on the future of their career, the success of the company, and the strength of the entire brand.”

Ann Handley - WSJ best-selling author of Everybody Writes, and Chief Content Officer of MarketingProfs



Speaking Logistics

- All of Dave's presentations are highly visual. Dave will either send his presentation ahead of time for download to the event organizer, or bring the presentation and run it from his Apple MacBook Pro computer, depending on available technical support. The larger the screen and the higher the quality of the projector, the better the audience experience.
- Dave moves around the stage and, at times, into the audience. He requires a lavalier microphone.
- Most keynotes range in time from 45-90 minutes, depending on the needs and time constraints of the audience and event organizers, as well as the desired level of interactive audience participation and application.
- Optional book signing before or after the session is available. Please inquire if interested in discount bulk orders for attendees, or reach out directly to John Wiley & Sons at 877.762.2974.
- Keynote speaking fees vary based on location and duration. Please inquire for specifics regarding your meeting or event. 50% of payment, plus travel stipend, is required to secure the date, with the final 50% payable on or before the date of the event.
- If interested in workshops, executive coaching or team branding sessions, please contact to discuss unique needs.



Let's Discuss Your Next Meeting or Event!

Please email me at dave@gordoncc.com or call/text to 917.319.8127 with any questions, or to set up a time to discuss your event or to confirm our booking.

I look forward to working with you to make a meaningful impact on your most important audience.

Videos, Links & Media

Highlight Videos

[Dave Gordon Speaker 2020](#)

[Dave Gordon – Better Than Yesterday](#)

[Dave Gordon – Know Your Audience](#)

[Dave Gordon – Language of Leadership](#)

Media:

[Positive University with Jon Gordon](#)

[Westfield Insurance Podcast - What do you want to be known for?](#)

[Brainfood with Peter Van Aartrijk – Be the CEO of Your Personal Brand.](#)

Photography & Imagery for Agenda/Brochure/Meeting Website

Headshots



Speaking/Action



Full length - Environment

