

# KRIEDEL

BOB KRIEDEL, Ph.D.

**"One of the Country's 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."

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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.

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**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."**

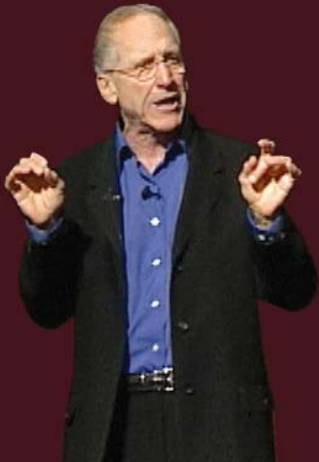
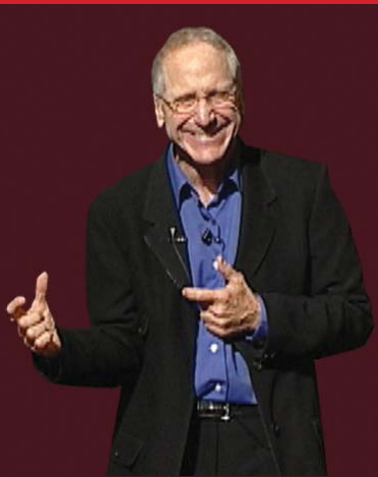
Sr. VP Hilton Hotels Corp.

**"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

