

**Change for Good.**

Speakers that make a difference.

***New York Times* Bestselling Authors**

Al Switzler, David Maxfield, Joseph Grenny, and Ron McMillan

**VitalSmarts®**

**The Authors** of the current *New York Times* bestsellers *Influencer*, *Crucial Conversations*, and *Crucial Confrontations* are recognized the world over and are in high demand for their expertise and research-driven content. They offer dynamic speeches customized to leaders, teams, and conferences.

## Topics

**Influencer** The Power to Change Anything

**Crucial Conversations** Tools for Talking When Stakes Are High

**Crucial Confrontations** Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior

The Five Crucial Conversations for **Financial Agility**

**Silence Fails** The Five Crucial Conversations for **Project Execution**

**Silence Kills** The Seven Crucial Conversations in **Healthcare**

**10x Your Influence**

Crucial Conversations for **Workplace Safety**

“*The response from those who attended . . . was overwhelmingly positive. I have no doubt that the more people and businesses in our community embrace these ideas, the better off we'll all be.*”

Melinda Mason  
Community Relations Manager,  
Fort Worth Star Telegram

# The Content.

All three bestselling books offer relevant solutions that can be used to address any timely topic teams and organizations face today.

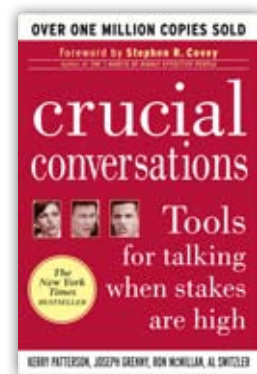


An immediate *New York Times*, *Wall Street Journal*, and *USA Today* bestseller, ***Influencer: the Power to Change Anything*** (2008 McGraw-Hill), was recently named the Best Business Book of 2008 by Soundview Executive Summaries. The book addresses one of the most important capacities we possess—the ability to influence our own behavior and the behavior of others. Our influence affects our success in everything from major change initiatives to corporate culture overhauls to solving pressing social issues to achieving personal goals.

*“AN INSTANT CLASSIC! Whether you’re leading change or changing your life, this book delivers.”*

Stephen R. Covey, author, *The 7 Habits of Highly Effective People*

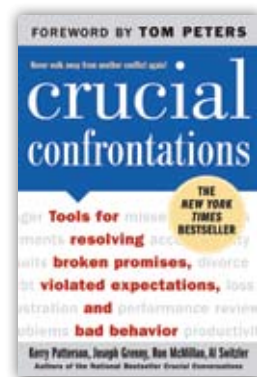
Selling more than one million copies, ***Crucial Conversations: Tools for Talking When Stakes Are High*** (2002 McGraw-Hill), was an immediate *New York Times* bestseller and also appeared on the *Wall Street Journal* and *BusinessWeek* bestseller lists. It shares the insights and experience of more than thirty years of research into what makes the most successful organizations tick. At the heart of real success lies the ability to address high-stakes discussions in candid and respectful ways—allowing teams and organizations to make the best decisions and act on them with unity and commitment.



*“The quality of your life comes out of the quality of your dialogues and conversations. Here’s how to instantly uplift your crucial conversations.”*

Mark Victor Hansen, cocreator, *Chicken Soup for the Soul* series

*New York Times* bestseller ***Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior*** (2004 McGraw-Hill) was named the Best Business Book of 2004 by Soundview Executive Summaries. It addresses issues of accountability. In the best organizations, plans, goals, and results are kept on track and losses are cut short because everyone is able to hold everyone else accountable. The book teaches a step-by-step process for holding others accountable as well as for removing barriers to their success—all while building and maintaining strong working relationships.



*“This book offers brilliant strategies for those difficult discussions at home and in the workplace.”*

Soledad O’Brien, Cohost of CNN’s Morning Edition

# THE SPEAKERS

Choose from our elite *New York Times* bestselling authors or our dynamic team of business strategy experts to find the right speaker for your event.

**Al Switzler** leverages his twenty-five year track record of helping organizations achieve measurable change with his broad knowledge of leadership, teamwork, quality, communication, and motivation. Whether delivering a keynote event to capacity audiences or facilitating an annual executive retreat, Al surprises and delights major corporations and associations worldwide with humor, quality, and candor.



“ *Al Switzler was a hit at our Learning Event! A gifted and inspiring speaker, Al brings clarity to a tough topic which has confounded many leaders and others in organizations.* ”

Gerri Girardin  
President  
Past ASTD-OC

**Joseph Grenny** Drawing from twenty years of speaking, presenting, and advising, Joseph Grenny's world-class, dynamic approach offers a mix of entertainment, best-practice insights, and breakthrough thinking. Joseph has delivered more than 1,000 speeches in his career and has met with more than 100,000 leaders and presented on every major continent.

“ *I have never been so sure of doing the right thing as I am with our decision to invite Joseph to present to our leadership team. Joseph, his stories, and his brilliant material were a complete hit.* ”

Susan Ritter  
Patient Relations, Desert Medical Center



**Ron McMillan** A gifted speaker and unrivaled presenter, Ron McMillan regularly engages and entertains business leaders across the world—union leaders, first-level managers, and CEOs alike—on topics ranging from team development to results-oriented leadership. Equipped with insights and examples, Ron delights crowds and inspires audiences to improve their personal and professional lives.

“ *Ron McMillan was an instant hit! Many people told us that the conference was the best they had ever attended. Our President and CEO and other senior leaders now believe that those of us who set up the event walk on water.* ”

Kay Burgess  
Director of Education, QHR



**David Maxfield** Coauthor of *Influencer* David Maxfield draws on twenty-five years of leadership achievements ranging from successful research projects to impressive culture change outcomes. His expertise extends from performance improvement to conflict management. David delivers topics grounded in solid research and application and connects with his audience through engaging stories and captivating examples.

“*David is an incredibly talented speaker. He certainly knows how to engage an audience—his meeting room was overflowing for the whole session!*”

Anne Blouin, CAE  
Chief Learning Officer, ASAE & The Center  
for Association Leadership



## Honors

Two-time Harold Longman Award  
winner for **Best Business  
Book of the Year**

*(Influencer in 2008 and Crucial  
Confrontations in 2004)*

### Bestseller Lists

*New York Times*

*Wall Street Journal*

*BusinessWeek*

Amazon Business List

800-CEO-READ

### Media Appearances

CNBC

CNN

TODAY Show

ABC News

### Published In

*MIT Sloan, New York Times,  
Wall Street Journal, Washington  
Post, BusinessWeek, USA Today*

## About VitalSmarts Speakers

VitalSmarts authors and speakers have consulted with organizations and addressed audiences around the world, changing cultures and lives with their research and content.

Whether you're planning an executive retreat or searching for a keynote speaker or breakout presenter for your event, VitalSmarts can provide you with experienced and dynamic speakers. Each engaging topic area is grounded in solid research, extensive experience, and proven application to meet your requirements.

Choose from our elite *New York Times* bestselling authors or our dynamic team of business strategy experts to help make your next event extraordinary.

## Book These Speakers Today!

For more information on our speakers and topics, contact VitalSmarts at [speakers@vital-smarts.com](mailto:speakers@vital-smarts.com) or 800-449-5989

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