

**HELPING EXTRAORDINARY LEADERS PRODUCE BREAKTHROUGH RESULTS**



**ONE  
WORLD-CLASS  
SPEAKER**

**TWO  
WORLD-CLASS  
KEYNOTES**



**There are a lot of leadership speakers,  
but there's ONLY 1 who's actually **LED A TEAM**  
and **WON 29 EMMYS** for Entertainment!**



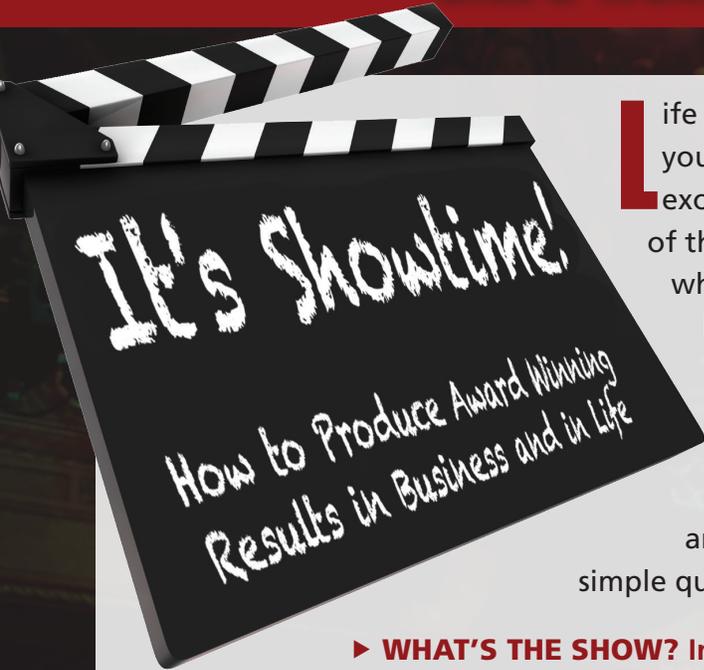
**"...LIKE LISTENING  
TO AN INCREDIBLE  
INDUSTRY INSIDER!"**

**"...THE PERFECT  
WAY TO OPEN OUR  
CONFERENCE!"**

**"...SURPASSED  
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**"...THE MOST ENERGETIC,  
DYNAMIC SPEAKER YOU  
WILL EVER ENCOUNTER!"**

# BILL'S WORLD-CLASS KEYNOTES



Life is not a dress rehearsal; neither is business. How would your organization be different if everyone stopped making excuses and started producing better results in every area of their lives? Not “later,” not “some day,” but now! Because when it’s showtime, all that matters is results. And in your business, as well as in your life, every day is showtime.

Multiple Emmy Award-winning TV Executive Producer and Thought Leader Bill Stainton has discovered that whether you’re producing an award-winning television show, an award-winning team, or an award-winning life, real results come down to three simple questions:

- ▶ **WHAT’S THE SHOW?** In order to produce a great result, you need to know what result you’re producing!
- ▶ **WHO’S THE CAST?** Success is not a solo performance. Do you have the right people on your team?
- ▶ **WHERE’S THE SCRIPT?** Great results require a great plan—and a strategy for executing it!

## TAKEAWAY MESSAGE

*YOU are the producer of your own results. Dress rehearsal is over. It’s showtime!*

**W**hat does a seriously award-winning team look like? What does it take to lead them? And, ultimately, what does it take for your team to really make it to the top? Why not find out—and have some fun along the way!—from one of the most successful teams ever?

## THE 5 BEST DECISIONS THE BEATLES ...AND WHY YOU SHOULD MAKE THEM, TOO! EVER MADE...

The Beatles are the Gold Standard for success in their industry. How can you become the Gold Standard in your industry?

In this entertaining, energizing and enlightening keynote, Bill combines music, video, and hilarious audience interaction to help you take your own team to the “top of the charts!”

- ▶ **SPREAD THE SPOTLIGHT:** Build a great team and share the credit.
- ▶ **A SINGLE, SHARED VISION:** Is everyone in your team on the same page?
- ▶ **PLAY TO YOUR STRENGTHS:** What can you do better than anyone else?
- ▶ **SHAKE IT UP!** Innovate, reinvent, and do things differently.
- ▶ **CARRY THAT WEIGHT:** Roll up your sleeves and do what it takes.

## TAKEAWAY MESSAGE

*Success is not a result of “luck,” “a fluke,” or “the breaks.” It’s the result of specific decisions—decisions that every leader needs to make!*

# BILL'S ADDITIONAL PROGRAMS

In addition to delivering a Keynote at your event, Bill would welcome the opportunity to present a Breakout Session. These programs are PRACTICAL, HANDS-ON, and VERY INTERACTIVE! For more information on this value-added offer, please contact Bill's office: 877.762.3195.

## If They'd Just Do As I Say! \*

### LEADING TEAM ENGAGEMENT



You've got the vision. Now if only you could get your team as excited about it as you are! Easier said than done, right? But it doesn't have to be an uphill battle. Find out what it really takes to cultivate team engagement.

#### KEY TAKEAWAYS

- ▶ Why getting "buy-in" doesn't work—and what *does* work instead
- ▶ The *one* change that will *double* (at least!) the effectiveness of your team meetings
- ▶ What team engagement *really* looks like
- ▶ The 7 questions you *need* to ask to make team engagement *stick*

## But Why Can't Things Just Stay the Same? \*

### LEADING CHANGE



Everyone hates change—and yet change is inevitable, even necessary. So how do you successfully lead your team through the emotional minefield of change? It's a critical skill that most leaders get wrong!

#### KEY TAKEAWAYS

- ▶ How to overcome the fear of change (within yourself and within your team)
- ▶ The #1 reason most change initiatives fail (and how to avoid it)
- ▶ 4 "change killers" (and how to beat them)
- ▶ The 5 critical steps for producing lasting change

\*ALSO AVAILABLE AS VIRTUAL PROGRAMS

## What a Great Idea!

### UNLOCKING YOUR INNOVATIVE SMARTS



Creativity has been called the #1 most necessary leadership skill in the 21st century. But how do you develop it? Using the techniques of professional comedy writers, Bill shows how anyone can strengthen their "creativity muscle" to come up with valuable ideas.

#### KEY TAKEAWAYS

- ▶ The one—and only—difference between creative and non-creative people
- ▶ What the creative process actually *feels* like
- ▶ How to ease friction within the team (and have fun doing so!)
- ▶ How to promote a culture of creative innovation (without looking like a clown)

## Anyone Have Any Bright Ideas? \*

### LEADING CREATIVITY



The lack of creativity in business is not a personnel problem; it's a *leadership* problem. Leading a creative team (and every team is—or can be—a creative team) requires a different kind of leadership. This makes a great follow-up to *What a Great Idea!*

#### KEY TAKEAWAYS

- ▶ Why you need to nurture the creativity in your team—even if you're not in a "creative" field
- ▶ What creative people *really* want
- ▶ What bowling can teach you about leading a creative team
- ▶ Why you need to stop being a boss—and what you *should* be instead

**MORE INSIGHT. MORE ENERGY. MORE LAUGHTER.**



**BILL STANTON** is a speaker like no other—an expert on Leadership, Creativity, and Team Engagement who has also won 29 Emmy Awards for Entertainment. As the Executive Producer of Seattle's legendary comedy TV show *Almost Live!*, Bill led his team to more than 100 Emmy Awards and 10 straight years of #1 ratings. Along the way, he worked with, and learned from, other successful people like Jerry Seinfeld, Ellen DeGeneres, Jay Leno, Bill Nye the Science Guy, and even members of the Beatles. While sharing their lessons (and backstage stories!) at your event, Bill will get your participants laughing, thinking and wanting more!

*"Your presentation was the perfect way for us to open our conference! You set an energetic, upbeat tone, gave the audience some great ideas to think about, and got them excited about the rest of the conference. I heard nothing but great comments!"*

**GREG CARLISLE, EXECUTIVE DIRECTOR, MASS MARKETING INSURANCE INSTITUTE**

*"Bill is the most energetic, dynamic speaker you will ever encounter. He was a hit at my event, and I hope to have the opportunity to call on him again. Bill totally rocks! If Jerry Seinfeld were a business speaker, he'd be Bill Stainton!"*

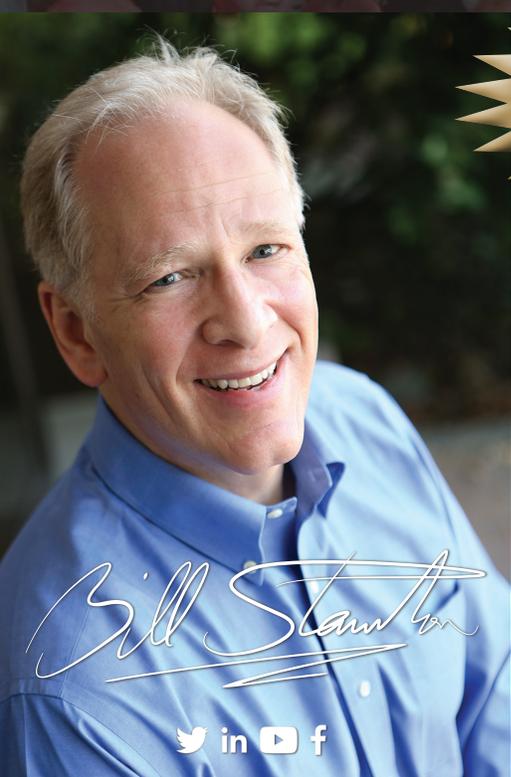
**JO ANN PRAZAK, INSTITUTE FOR SUPPLY MANAGEMENT**

*"I've worked with a lot of speakers who say they 'customize' their presentations, but you really did your homework, dug deep and got to know us! As one attendee said, 'There were times when it felt like I was listening to an incredibly entertaining industry insider!'"*

**PATTY ANDERSON, EXECUTIVE DIRECTOR, WA ASSN. OF LANDSCAPE PROFESSIONALS**

*"The time and energy you put into making your presentation personal to the organization is something I haven't seen in 20 years in the business!"*

**BARON W. DERR, EXECUTIVE VP, SMACNA**



*Bill Stainton*



**IMAGINE!**

**A SPEAKER LIKE  
NO OTHER AT YOUR  
NEXT EVENT!**

**Check your calendar, then contact Bill's office:**

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