

## **Dr. Kevin Freiberg (FRY-burg)**

### **Introduction**

If you're interested in:

- Accelerating Innovation;
- building an organization that is HUNGRY FOR CHANGE, and
- creating a culture where impassioned people show up to work everyday fully AWAKE, fully ENGAGED and firing on ALL CYLINDERS

...then I think you'll be interested in hearing from our next guest.

**He has made a career out of equipping leaders for a world of change.**

With over 800,000 copies sold worldwide, he is an international best-selling author. His award-winning books introduce you to gutsy, go-for-it leaders who err on the side of optimism and dare to dream big.

The kind of people who fill a room with energy, draw the best out of others, and do things others say can't be done.

**You should probably know this guy has made a few enemies. His enemies are:**

Complacency and indifference. Inflexibility. Unquestioned assumptions. Dead People Working™. Entitlement. Talented people who act like victims. Self-important, arrogant bosses. Fear-based cultures. Bureaucracies that choke passion, imagination and initiative. Terminal seriousness. And, people who are preoccupied with precedent and held hostage by history.

LET ME TELL YOU — WITH THIS GUY, NOBODY GETS OFF THE HOOK! He'll stomp on your toes, challenge you to stop making excuses and encourage you to blow the doors off BUSINESS-AS-USUAL!

Would you please welcome  
**Dr. Kevin Freiberg (Fry-burg)!**

Dr. Kevin Freiberg has made a career out of equipping leaders for a world of change.

With over 850,000 copies sold worldwide, Kevin's award-winning books introduce you to gutsy, go-for-it leaders who err on the side of optimism and dare to dream big.

The kind of people who fill a room with energy, draw the best out of others, and do what others say is impossible.

Over 2000 companies in 60 industries across the globe have invited Kevin to help prepare them for the threats and leverage the opportunities presented by market shifts and trends others are missing.

His articles and interviews have been published in the Wall Street Journal, Business Week, Investor's Business Daily, India's Business Standard and Financial Times and Capital Business & Finance Magazine of Dubai.

To a large degree, we are defined by the problems we seek to solve and the enemies we try to defeat.

Kevin's enemies include: Complacency and indifference. Inflexibility. Unquestioned assumptions. Dead people working™. Entitlement. Talented people who make excuses and act like victims. Self-important, arrogant bosses. Bureaucracies that choke passion, imagination and initiative. People preoccupied with precedent and held hostage by history.