

“Speakers Can’t Afford To Give Audiences The Same Old Line”

Barry Wishner Believes That...

Today’s well educated, savvy audiences deserve more than a canned presentation. Boiler plate programs with the same old ideas and same old stories with some entertainment and enthusiasm about a subject aren’t enough. Below is a checklist to guarantee that you’re not hiring another “me too” homogenized speaker.

Ask yourself the following questions:

1. What expertise does the speaker (Barry Wishner) bring to your audience?

- ▲ Expert on “Business Execution”... redefined as: 1) link between what you want to achieve and your ability to deliver it 2) actions that turn ideas, strategies and plans into remarkable results 3) the gap between where you are now and where you want to be
- ▲ Keys to ROE = Return On Execution or programs to out-smart, out-wit, out-last your competition.

2. What is the R.O.S. Return On Speaker - Barry Wishner investment?

- ▲ Cross Industry Perspective on how leaders adopt the strategy to make things happen.
- ▲ Tools and tactics to help fill the leadership gap.
- ▲ You get what you pay for and a lot more.
- ▲ Practical original content which can be immediately applied and implemented by your participants.
- ▲ Original business principals to improve individual and organizational performance.

3. What has the speaker done to earn the right to speak before your audience?

- ▲ Conducted his own pioneering interviews (1990’s to the present) of over 1000 of Americas most successful leaders on how they get it right... get it done.
- ▲ Experienced Business Executive with over 30 years experience with private and publicly traded companies.
- ▲ Founder and CEO of DMC, a management consulting firm with over \$50 million in revenue. From the streets of Brooklyn to the Boardroom, he has been there, done it and continues to do it.
- ▲ A sounding board to over 2000 business executives including 300 Fortune 500 CEOs. What makes them tick? Barry knows what separates the successful leaders who are doers from those that fall by the wayside?
- ▲ Adjunct professor, Golden Gate University, School of Management.
- ▲ Former Captain in the U.S. Air Force.
- ▲ Keynote speeches for over 20 years to satisfied audiences including GE, IBM, Ace Hardware, McKesson, Volvo, Sysco, American Hospital Assn., State Auto, Washington Mutual, General Mills, Symantec, PNC, Merck, Prudential, Abbott Laboratories, DelMonte, Jacuzzi, Ace, CHS Cooperative, AmSouth, 3M, Oracle, J & J, Verizon, Kroger, Texaco and Microsoft.

4. How will the speaker (Barry Wishner) “engage” your audience?

- ▲ A down-to-earth delivery style that comes from his ability to speak center stage —no podium, no power point or notes. This enables him to create a high energy environment that is interactive with your audience.
- ▲ His fast-paced delivery style creates a feeling of excitement and fosters a can-do confidence.
- ▲ Incorporates the names and stories of people who are actually sitting in the audience from his pre-program interviews.
- ▲ Uses your industry terminology and buzz words demonstrating that he’s familiar with your industry and the issues and challenges facing your audience.
- ▲ Uses humorous stories about real life business occurrences.
- ▲ Creates an entertaining business program with leading edge business examples that hold the audience’s attention.
- ▲ Has the uncanny ability to translate corporate jargon into simple everyday language that your audience will enjoy and can relate to.
- ▲ Funny and thought provoking. Your audience will laugh while they learn.

5. How will Barry Wishner’s program be personalized to your audience?

- ▲ Does his homework. His pre-program interviews of 8-10 of your audience members guarantees he will connect. Using their names and stories, he will blend their personal anecdotes into his one-of-a-kind memorable program.
- ▲ On site visit to your business.
- ▲ Include the wisdom and the lessons learned from successful CEOs in your industry.

6. How is the audience better off after the speaker’s (Barry Wishner’s) program?

- ▲ Leaves the audience challenged to put everything they’re doing on trial and ask thought provoking questions such as “What are the dumbest, stupidest things I’m currently doing?” Then putting everything they’re currently doing on trial and asking, “Is what I am doing necessary?”
- ▲ Answers the question... What is the value of focusing on execution vs strategy?
- ▲ Leaves the audience with passion and commitment to become unstuck and overcome organizational inertia.
- ▲ Audiences refer to his stories and quotes long after his program.
- ▲ Provides real world examples of how real people accomplish real things.
- ▲ Designs a customized handout and mini quiz which enable all of the audience members to assess where their business is and how to go to the next level.
- ▲ Guarantees to leave everyone with the confidence, courage and commitment to “make things happen” and “get stuff done.”
- ▲ Leaves them with the realization ... if you want to make it happen, you’ve got to make it happen.

Barry Wishner... When The Message Matters And Results Count

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