

# Barry Wishner

## THE PERSONAL THINK TANK™ TO BUSINESS LEADERS



Keynote Presentations...

### Be Bold or Be Bait... What The World's Smartest Leaders Do Differently

What would it be worth to you to be able to get "**Inside The Minds**" of more than half of the Fortune 500 CEOs to get an original slant on their game-plan for not only riding out the recession but positioning themselves to thrive when it's over. Barry's legendary interviews of 350 Fortune 500 CEOs and over 2000 high powered business leaders, news making entrepreneurs, and ground breaking innovators enables him to see what others don't and identify how bold leaders generate growth and success. Learn why bold leadership is the 21st Century competitive edge. He reveals how the world's smartest leaders avoid **DITWLY — Did It That Way Last Year**, practice organized abandonment and put everything they're doing on trial and ask... *Tough Questions for Profitable Answers*. **This program on Bold Moves and Breakthrough Thinking is guaranteed to get you unstuck and provide smart ways to lead differently in today's economy.**

### Stretch Your Thinking... Imagine The Possibilities

**The future belongs to those who see it differently!** What will your business look like in 2020? Companies today are traveling in uncharted territory for which no maps exist. In a "World of Sameness," how will you do business in the marketplace the way it is and not the way you wish it was, so you can be the only company who can do what you do? Barry reveals how top business executives use the power of curiosity to think and act differently to lead innovation from ideas to impact. Gain insights on how they "unzip the top of people's heads and put fresh ideas in." *Differentiate yourself or get left behind and go the way of the dinosaur*. Barry will leave your audience **excited to challenge the way they do business**. His must see program is guaranteed to provoke change and stimulate debate among your executive team.

### Tough Questions... Profitable Answers

As we move from one unpredictable state to another we realize that no business strategy or formula lasts forever. The question to ask is — *What would you attempt to do in this economy if you knew you could not fail?* Get the straight talk on how courageous leaders challenge all assumptions and ask tough questions for big payoffs. e.g. *What are the dumbest, stupidest things we are currently doing in this economy?* Thinking bigger, better and bolder is everyone's job — Everyday! Learn how inspiring innovative leaders ask the right questions. Questions that jump-start thoughts and thoughts that jump-start remarkable actions. **Be smart, be fast and be willing to break free of the status quo and find unexpected opportunities — Anything else is a detour.**

### Stop Talking, Stop Waiting, Start Doing!

**Success is in the doing.** No matter how brilliant the strategy, the saying of the words is no substitute for the doing of the deeds. *Talk Is Cheap... Getting It done Is Priceless!* The rules of business have changed and you have to change your game plan and do it now. Innovative leaders reward people who DO smart things more than those who SAY smart things. They understand that in business great ideas demand great execution. 70% of all plans fail for one simple reason — they were never implemented. Discover how to use thought provoking questions to inspire employees to overcome inertia and turn bold ideas into remarkable results. **Dangle the impossible and watch it get done!** Barry reveals why business today requires running, not walking to where the **market is going vs. where it has been**. **Remember you can't talk your way to the finish line.**

# Barry Wishner

As President & CEO of Proformance, Barry has become a trusted advisor and partner to the World's Smartest Business Leaders.

Barry reveals...

## What The World's Smartest Leaders Do Differently

**Barry Wishner is The Personal Think Tank™ for Business Leaders.** He's a trusted advisor, confidante and sounding board to CEOs and Top Business Leaders. His personal in-depth interviews with more than 350 Fortune 500 CEOs and over 2000 high-powered business leaders, news-making entrepreneurs, award winning top producers and ground breaking innovators reveals... **What the world's smartest leaders do differently.**

**From Brooklyn to the Boardroom.** Barry combines street smarts with real world business experience. He has been a risk taker in the business world with over 30 years as a successful entrepreneur and corporate executive with Fortune 500 companies. Barry's "Bold Moves and Breakthrough Thinking" strategy has produced businesses that are special, difficult to duplicate, and memorable. As founder and CEO of Proformance, a management consulting firm with over \$50 Million in revenues, he answers the question: **"Why do some companies prosper and grow while others struggle to merely stay afloat?"**

Barry graduated from Pratt Institute, followed by Bernard Baruch School of Business (CCNY) MBA program. He joined the Air Force as a Captain where he served as a hospital administrator under the Surgeon General.

He has been an adjunct professor at Golden Gate University, lecturing on High Performance Leadership, City College of San Francisco's Business School, Canada College Management School.

Barry's fast paced, high-content, entertaining business keynote provokes executives and leaders to **Shake Things Up!** He gives his audiences... The **COURAGE** to take a sledge hammer to all business assumptions. The **BACKBONE** to break free of the status quo. The **PERMISSION** to put everything you're doing on trial. The **THUMBS-UP** on throwing out the old-rule book. The **GREEN LIGHT** to creating a gung-ho culture that focuses on what should be done vs. what is currently done.

A newsmaker who is often featured in *USA Today*, *The Los Angeles Times*, *San Francisco Chronicle*, and *CNN Financial News*, Barry's forthcoming book, *Be Bold or Be Bait... What The World's Smartest Leaders Do Differently*, is scheduled for release in 2012.

**"Out of 98 speakers you are #1"**

— Microsoft

**"As you challenged us...**

**Dare To Be Bold!  
It's my new mantra"**

— San Geronio  
Memorial Hospital

**"You delivered on your promise as you presented real issues with credible solutions."**

— First Republic Bank

**"Your words are planting the seeds for our future."**

— CEP Emergency  
Physician Partners

**"...you hit a home run!**

Thanks for making me look smart!"

— Benjamin Moore

**"On a scale of 1 to 10, yours was a perfect 100"**

— General Electric

**"You have the passion of Tom Peters and the content of Jim Collins."**

— Institutional Wholesale

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