

# DAVE ANDERSON'S **LearnToLead**<sup>®</sup>

## Keynote Topics for Dave Anderson

### **UNSTOPPABLE!**

Based on Dave's newest book, *Unstoppable*, this keynote outlines four types of performers and performance mindsets in an organization: undertaker, caretaker, play maker and game changer. It outlines decisions one can make, steps one can take, and the adjustments in attitude necessary to elevate one's performance at work—and away—to unstoppable game changer status! This no-nonsense keynote is inspiring, and is balanced with appropriate humor to drive home its points. It is entirely applicable and adaptable to any industry.

### **HOW TO MASTER THE ART OF ACCOUNTABILITY**

Accountability is not something we do *to* someone; it is something we do *for* them. Presenting the most compelling and actionable aspects of his two-day class of the same name, Dave's keynote: inspires and educates attendees to create the conditions for stronger accountability, imparts the skills and mindset tools necessary to hold others accountable, and provides insight on how to facilitate stronger accountability despite today's increasingly entitled and politically correct times. Accountability protects your culture, brand, morale, and credibility. In leadership, it is not optional; it is a duty. This keynote has humorous examples of both political correctness and entitlement that are remarkably effective in reinforcing the points made, and that serve as compelling inspiration to action.

## **HOW TO MASTER THE ART OF EXECUTION**

Creating vision and strategy without facilitating consistent and effective execution is mostly an exercise in futility. In fact, the last things most organizations need is another goal they will fall short of because they can't execute effectively. Based on Dave's book, *It's Not Rocket Science: Four Simple Strategies For Mastering the Art of Execution*, Dave lays out his widely-applicable, immediately actionable, five step process for mastering the art of execution. Attendees have an "Ah ha!" moment during this keynote as they realize that what's holding them back from greater and more consistent results is the lack of a clear and effective execution process. And, they will leave the keynote equipped and eager to apply their new execution techniques.

## **HOW TO BECOME A LEAGUE OF YOUR OWN**

Becoming a league of your own, isn't about becoming number one in a league everyone else is in; rather, it's about becoming so good at what you do that you create a different league, and you're the only one in it. Dave explains in this keynote how that, despite your product, service, price, or location, creating extreme differentiation in the customer experience is *THE* key to becoming a league of your own. Dave shares compelling customer experience data demonstrating that "getting the wow" is worth it, and outlines steps for how everyone in an organization—from top to bottom—can do more to positively impact the customer experience and build a league of your own organization, or take a current one to new levels of performance.

## **STAY HUNGRY WITH A RED BELT MINDSET**

In this keynote Dave, a second-degree black belt in karate, shares a key martial arts principle learned from his seven-time world champion sensei—that is universally applicable—for overcoming complacency, and staying hungry as you move towards your most essential goals. He outlines how hunger is an "inside job," and how one can stir up and accelerate their own hunger, as well as how to overcome common hunger-extinguishers that drain your drive, energy and can cause you to go through the motions. This is a high-energy, motivational, and instructional message to help those already doing well become great; and, nudge those who are off track back to a far more productive state. It is just as applicable to the entry level team member as to the CEO. (This was the speech Dave delivered to the Indiana Hoosier's men's basketball team in December 2015, which precipitated their season turnaround with a twelve-game win streak, and subsequent Big Ten Conference Championship and Sweet Sixteen appearance.

## **HOW TO BUILD, PROTECT AND DIFFERENTIATE YOUR HIGH-PERFORMANCE CULTURE**

Culture dictates behaviors, and behaviors determine results. Thus, for an organization to upgrade results, it must improve behaviors, and the key to accomplishing this successfully is to consistently and intentionally improve your culture. In this keynote, Dave makes culture very easy to understand, breaks it down into five key pillars, and offers actionable steps every team member can take to do their part to build a culture that is stronger, better, and more attractive to work in than a competitor's. You can't afford to leave your culture up for grabs, but must instead deliberately shape it in a manner that attracts and retains the best, and brings out the best in those who share it every day.

## **YOUR "RATS" DON'T DEFINE YOU**

In this inspiring keynote Dave describes five changes he made on his journey from: leaving high school (and never attending college); to going broke in a family business at twenty years old; to living in a furniture-less and rat-infested house for over a year; to working his way out to build an international company—LearnToLead—that has positively impacted millions through his fourteen books, virtual training, and thousands of speeches and seminars for two decades; and, to giving back through his non-profit foundation that helps care for hundreds of orphans daily, and supports under-resourced people across the globe. The five changes presented are choices that everyone has the power to make regardless of whether they live in a pit or a penthouse: stop the blame and excuse game, upgrade your attitude, generate your own drive, stick with a process, and commit to personal development.