

# Craig Valentine

## Champion of Change



Craig provides managers with a proven system to help them and their employees embrace change and achieve remarkable results.

**Contact Craig Today!**

[www.craigvalentine.com](http://www.craigvalentine.com)  
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## Using Change to Achieve Remarkable Results

What does it take to get remarkable results through change? Is there a secret? Yes! In fact, there are four! In this powerful and interactive program, Craig Valentine shares his Four-Step Formula that demystifies the process of change and helps managers and their employees move through it confidently.

Discover the tools that will help you:

- Face reality, relinquish what's in the way, rely on the process, and reform to a better way.
- Get even the StatusQuoaholics™ to embrace change so your entire team can achieve remarkable results.
- Create commitment, not just compliance, from your employees.
- Avoid the four costly traps that hold most teams back.
- Get employee energy and morale shooting through the roof even in the midst of change!
- Increase employee retention, and get them to take ownership as if their names are on the front door.
- Get more done in one day than most managers get done in a week, and do it with less frustration and stress.
- Become the kind of leader others respect, admire, and want to follow.

This is one interactive and motivational program you cannot afford to miss! Turn your team into **Champions of Change!**

*Craig Valentine is also the co-founder of the World Champions' Edge program, which helps up-and-coming speakers turn their presentations into huge profits. Valentine is the author of the ground-breaking book, **The Nuts and Bolts of Public Speaking**, co-author of the book, **World Class Speaking**, and contributing author for the book **Guerrilla Marketing on the Front Lines**. He has an MBA from Johns Hopkins University, and he is certified as a Co-Active Coach and a Guerrilla Marketing Coach. He is the co-leader of the Guerrilla Marketing Coach Certification Program, and he is a recognized expert in the Master Business Building Club.*

## Craig Inspires Others to Become Champions of Change

**"You are truly the best speaker I have ever heard and my first day back in my sales territory, I was charged. I let everyone know how you changed us with your dynamic inspirational speech. Your message is tailored to the spirit that is required to motivate people permanently and ensure personal growth. We broke a district record by selling 154 registrations. All of us realize that this success was a direct result of our keynote speaker. Thanks for a great contribution to the conference."**

*Bob Sloan, Fall Conference Chair  
Cornwall, Canada*

**"Your presentation was outstanding! Later in the conference, we were able to refer back to many of the change-based topics you covered. I look forward to working with you again in the future."**

*Hunter Haines CPLP, Senior Training Specialist  
CareFirst BlueCross BlueShield*

**"Your presence challenged our office to make significant changes and accept the year ahead. My chief was highly impressed by your presentation and not only laughed throughout your speech, but used some of your speech to make his presentation about upcoming changes in the year ahead."**

*Tamika L. Baxley, United States Probation Office*

**"Just saying 'thank you' would not do justice to how appreciative I am that you came to speak at our open house. Your speech really inspired the audience and your abilities were praised long after you left the room! We had quite a few enthusiastic individuals sign up, which I am sure is due in large part to your motivating words. All in all, the open house was a great success. We're so happy you were a part of it!"**

*Mara Cummins, IT Network Implementation  
Discovery Communications (Discovery Channel)*

**"I just returned from our annual kickoff and award ceremony. You inspired many of our employees and managers to step up to the plate and take a good look at ourselves. I hope everyone is motivated to imagine us at our best and then to GO FOR IT! You were great! WOW!"**

*Lynn Sturm, Division Manager/Closing Unit  
Chesapeake Appraisal & Settlement Services*

**"In the survey our participants completed, your workshop was ranked the best among the other workshops! Thanks again for coming to Sloan Business School. You are a rock star!"**

*Felipe Castro, MIT Conference Coordinator*

**"I absolutely loved your presentation. I've been attending business and association conferences for 15 years and yours was one of the best."**

*Sue Lemon MBA CHRP, HR Consultant  
Mount Allison University, Sackville, New Brunswick*

# Keep Your Audiences On the Edge of Their Seats

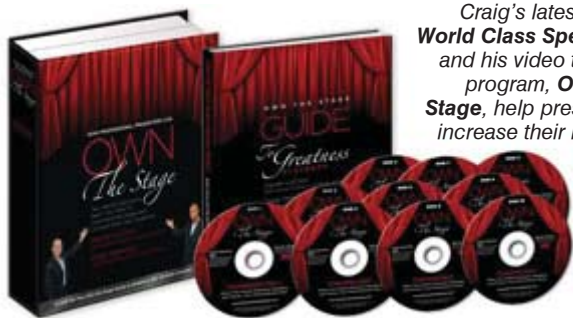
You can learn the secrets for captivating your audiences. Once you master them, you will find doors opening for you and your organization that you never even knew existed.

In this fast-paced, interactive program, Craig Valentine provides the tools to keep your audience hanging on your every word while you deliver an unforgettable message. The quality of your impact depends on how you:

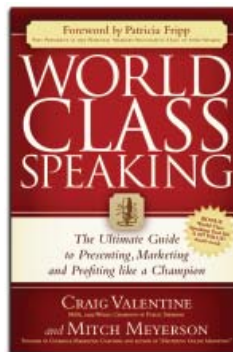
- Make your audience TALL (Think, Act, Laugh, and Learn).
- Breathe life into your speech and energize listeners.
- Engage your audience, and pull them into your presentations.
- Build a speech that inspires your audience and moves them to action.

In this practical program, you will pick up tools to:

- Craft a message that commands attention and captures hearts.
- Keep your audience energized and entertained.
- Sell your message so your audience takes your desired next step.
- Incorporate the processes that Craig used to become a world-class speaker.



Craig's latest book, *World Class Speaking*, and his video training program, *Own the Stage*, help presenters increase their impact.



## Read What Craig's Clients Say

**"Pat incorporated your suggested changes into his presentation with spectacular results. Today we garnered appointments with 95% of all the folks in the room. It was our best ever — so ten thousand thank yous!"**

*Sue and Pat Peason, Valley Safe Money Advisors, LLC*

**"I gave the speech last Monday, and everyone raved about it. I went in confident, knowing it was a good speech. In fact, they hope to get me back, and several said they want to find out where else I'm speaking so they can come hear me again."**

*Christine Duvivier  
Managing Director, Impact Partners*

**"Within a week, I had five paid presentations lined up. You helped me to see how important my message on meth is for audiences to hear and instilled the belief that I can change lives with my speaking."**

*Bonnie Laabs, Professional Speaker*

**"I learned more from you in one hour than in years of speaking. Thank you for inspiring me to find my own voice and greatness!"**

*Pele Raymond Ugboajah  
Author, Speaker, and Business Coach*

**"When I finished my speech, the audience gave me a standing ovation. People came up afterwards and said I did a great job. My message and stories were a good fit for the banquet. I had about 25 to 30 laughs in 20 minutes. That's a number I am proud of since I tell stories about getting beat up in school and having a brain tumor! Thanks for your help."**

*Roger Revak, Professional Speaker*

**"The Storytelling Compass is the best tool I've ever used in speech creation/improvement. The compass helps me tear the speech apart, reconstruct it following your format, and make it a much more powerful and audience-focused speech. The compass alone is worth at least 50 times what I paid for the program."**

*Michael R Davis CFP CLTC  
Orange Financial/  
Lifetime Financial Growth of Ohio*



## Craig Valentine

**Craig Valentine, MBA is the President of The Communication Factory, LLC, an award-winning company that helps organizations embrace change.**

Craig has traveled the world helping hundreds of organizations reap the profitable rewards that come from embracing change. As a motivational speaker, he has spoken around the world and has given as many as 160 presentations per year. In 1999, he was named the World Champion of Public Speaking for Toastmasters International, winning out of more than 25,000 contestants in 14 countries.

Craig used his Four-Step Change Formula to:

- Win Salesperson of the Year three times for Glencoe/McGraw-Hill's Mid-Atlantic Div.
- Become a top-rated, award-winning management trainer for one of the most prestigious and largest seminar companies in the United States
- Produce sales years of 233%, 157%, and 152% of goal for McGraw-Hill
- Sell more than \$8 million in educational resources in a single year
- Win Events Manager of the Year for the National Small Business Council, Inc.
- Win a Congressional Achievement Award from the United States Congress for excellence in communications
- Earn the Distinguished Alumni Award from Johns Hopkins University
- Receive hundreds of speaking awards
- Help the United Way of Central Maryland reach its \$45 million fund-raising goal in 2000 by training their loaned executives

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