

Wall Street Journal and
USA Today Best-seller



Book a Keynote Address by Les McKeown



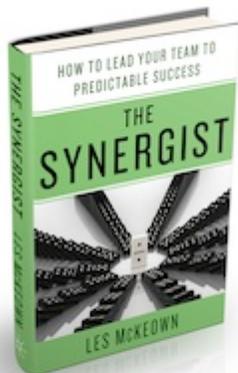
Thanks for considering Les as a keynote speaker for your next event.

The next few pages should provide you with all the information you need to reach a decision if Les is right for you and your event.

If you have any questions whatsoever, please don't hesitate to contact:

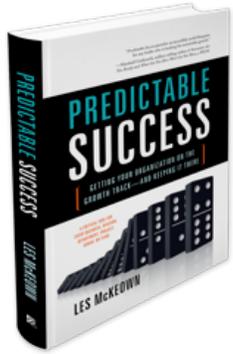
Dave McKeown, COO Predictable Success

Davem@PredictableSuccess.com | 617.237.0271

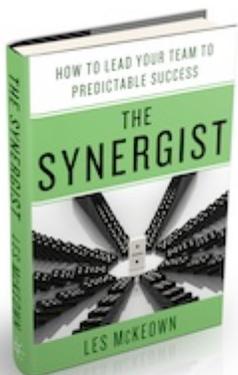


“ Thank you for your **outstanding presentation** at the IFMA's President's Conference this past week. We received **rave reviews** concerning your content and down to earth delivery. You have a **unique ability** to reach the audience and **connect with them**. Thanks again for the **great contribution** to our conference and we look forward to working with you in the future. ”

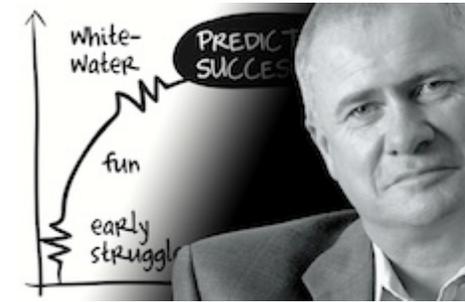
Kent Walrack, Chairman, International Food Services Manufacturers Association



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Keynote Topics



All keynotes delivered by Les McKeown are customized specifically for each event.

Les will facilitate a 45-minute event planning conference call in order to more deeply understand your precise needs, the tone of keynote you wish, the running time, and any other logistical matters.

Based on that call, Les will design a customized keynote address just for you, your event and your audience.

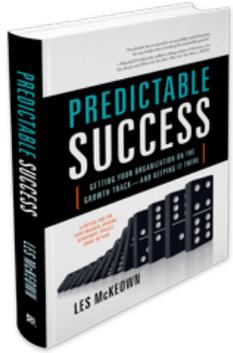
Examples of Les's four most popular keynote addresses are attached - but as indicated above, be aware these are for guidance only.



“ Les McKeown's keynote address for our Annual Conference - and his additional 2-hour workshop - is **still being talked about** by our members as **one of our all-time conference highlights**. It's rare that a keynote address can address the needs of all organizations, of any size, but as I've seen first-hand, Les's does. In addition to being both **highly entertained and motivated**, our diverse membership all came away with a **wholly new perspective** on growing their organization, together with **clear, actionable steps** they were able to implement immediately. Put simply, if you're planning an event, you need to **call this guy**. ”

Pam Schmidt, Executive Director, ISA

Sample Keynote Topics I



{ BREAKING THE GROWTH DEADLOCK }

How you can grow your business and dominate your industry – in any economy.

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Is success in business a transient, hard-to-define combination of hard work, judgment and good luck? Or do all successful organizations follow similar patterns that, once understood, are predictable and repeatable.



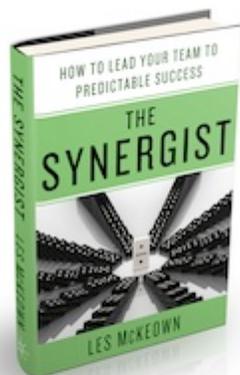
Get specific, inspired advice on how to drive organizations forward from someone who ran a business incubation firm and personally launched over 40 companies.



Les McKeown has fought every business battle. He now is a trusted consultant to virtually every type of leader - CEOs of global multinationals, SVPs of large non-profits, owner/ managers of mid-sized businesses, and solopreneurs of emerging companies.

Les's success comes from a street-smart, insider's understanding of exactly how business works in the real world. He will reveal how any organization can get to the stage called Predictable Success were it is producing scalable, profitable growth. His message enables anyone, at any level, in any company to:

- Know exactly how to get to Predictable Success
- Build the skills to motivate, engage and align their team to take their company to Predictable Success
- Put in place the right people, processes and structures to keep their organization in Predictable Success

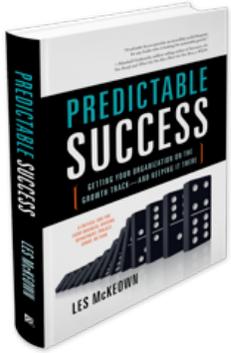


*“Les really captures the integration of key processes, people, and leadership to consistently deliver a **compelling vision, comprehensive plan, and profitable growth** for the benefit of all stakeholders.”*

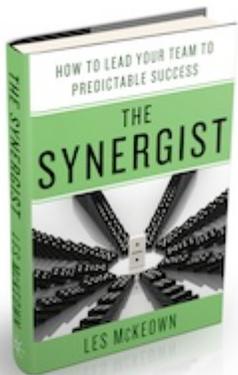
- Alan Mulally, President & CEO, Ford Motor Co



Sample Keynote Topics 2



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{ TRANSCENDENT LEADERSHIP }

How to lead any organization, division, department, group or team to Predictable Success.

Target audience: Founders, owners, C-Level executives, senior managers, managers and project or team leaders in organizations of any size. Executive and career coaches.

Topic Description: You can't have enough high-quality leadership in any organization, right? And yet, despite the thousands of books, courses and other leadership resources out there, the demand for leadership in most organizations greatly outstrips the available supply.

But what if you discovered a hidden, untapped pool of highly effective leaders right now – today – lying dormant in your very own people?

In this highly entertaining and revelatory keynote (based on his most recent book, “*The Synergist: How to Lead Your Team to Predictable Success*”) Les McKeown shows how in his extensive experience (he started over 40 companies in his own right and has advised many hundreds more) over 80% of the leadership pool in most organizations is left untapped.

Les will entertain, inform and inspire your audience, but most importantly they will take away a simple but incredibly powerful, proven technique for unleashing leadership at every level in their organization – whatever its size.

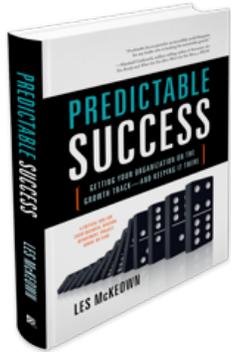


*“Les McKeown is absolutely on top of his game. Les not only knows - and shows - how your businesses can grow and succeed, he explains it a way that is **intuitive, entertaining and immediately actionable.**”*

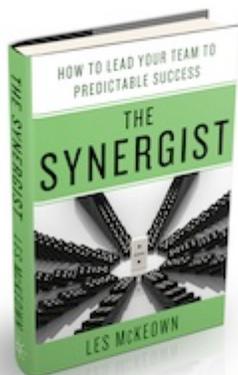
- **Darryl Hutson**, CEO,
American Express Incentive
Services



Sample Keynote Topics 3



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{ BE BIG, BE COOL }

How to scale profitably and still have fun.

Target audience: Founders, owners and C-Level executives in growing organizations of any size.

Topic Description: Growing businesses often fear the change that comes with growth. What if we scale but lose our culture – or worse, our soul? Is financial return alone a justifiable reason to leave behind the fun?

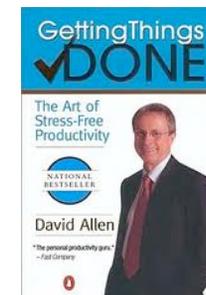
Les McKeown – a highly successful serial entrepreneur who launched and ran over 40 businesses and advised hundreds more – says it doesn't need to be that way. In this exciting, example-filled keynote, Les shows how to build a business that can reach any size it industry allows – without compromising on culture.

Your audience will be challenged, re-energized, inspired and motivated by this talk – but most importantly, they will take away a clear, easily-acted-on toolkit for profitable growth that will enable them to scale their organization, division, department, project, group or team without compromise.

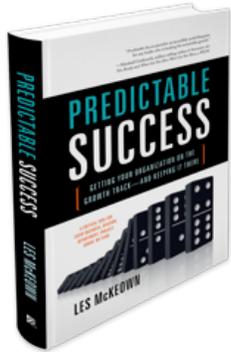


*This is **real-world expertise**, with **simple but subtle and sophisticated** prescriptions for all of us involved in getting things done. And, oh yeah, **Les nailed** how to address key opportunities in my own company.”*

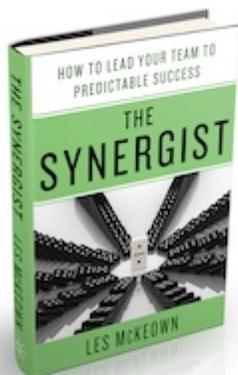
- **David Allen**, Best-selling author, ‘Getting Things Done’ & ‘Making It Work’



Sample Keynote Topics 4



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{ BECOMING A NIMBLE GIANT }

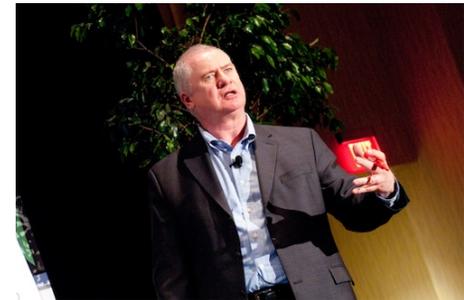
How your large organization, division, department, group or team can learn to turn on a dime.

Target audience: Board members, C-Level executives, divisional and departmental SVP's, founders, owners, investors and advisors of medium, large and very large organizations.

Topic Description: With size comes complexity. And complexity slows things down – right? So large organizations inevitably lose their flexibility and the ability to innovate. That's certainly the received wisdom, but Les McKeown says it ain't necessarily so.

A highly successful serial entrepreneur with over 40 businesses under his belt, and an advisor to hundreds more including Microsoft, T-Mobile, The US Army and American Express, in this fascinating and highly entertaining keynote Les reveals the eye-poppingly simple yet immensely powerful model that 'nimble giants' use to stay flexible, responsive and innovative.

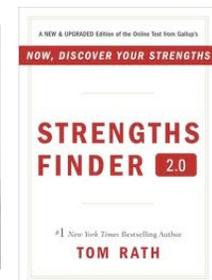
Watch your audience relax, laugh and nod in recognition as Les describes the difficulties faced by every large organization in conquering complexity, then excitedly scramble to make notes as he outlines a simple, immediately actionable method for restoring lost vitality, vibrancy and innovation to any organization, division, department, project, group or team.

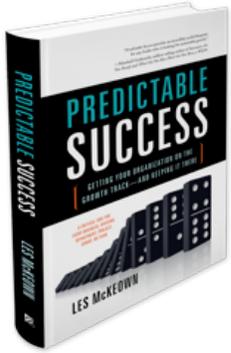


"Les McKeown speaks directly to the single greatest challenge leadership teams face today: a lack of relationship and communication."

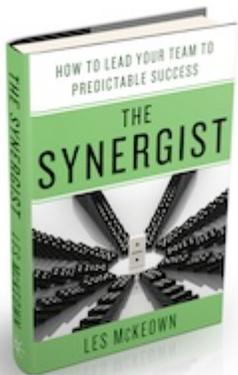
If you want to know what your leadership team needs to succeed, study this material carefully."

- **Tom Rath**, Bestselling author of 'Strengthsfinder 2.0'





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Event Organizers -

Consider a bulk purchase of Les McKeown's bestselling books to re-sell at a profit (or give as a bonus) to your participants:

“Predictable Success: Getting Your Organization On the Growth Track - and Keeping It There”

“The Synergist: Leading Your Team to Predictable Success”

Les does not engage in ‘back of the room’ sales of his books at events, nor does he ‘sell from the platform’ but after his presentation participants routinely ask *‘Are your books available here?’*

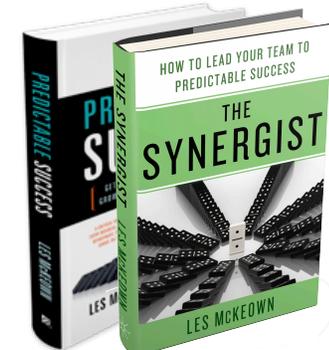
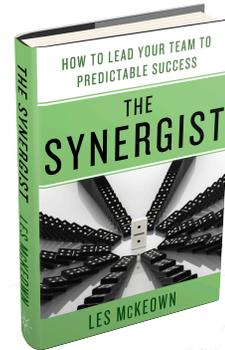
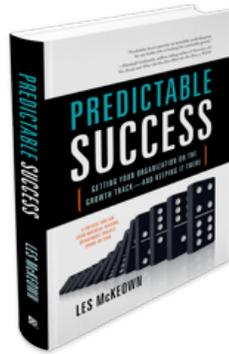
You can profit from this inbuilt demand by purchasing copies in advance at a special bulk price.

- see overleaf for details...

Note: Les will sign copies purchased at your event by your participants.

Purchases must be placed and paid for at least 30 days ahead of your event to ensure on-time delivery. Delivery is included to the continental US on all orders.

To order: Call (617 237 0235) or email (contact-us@predictablesuccess.com) us with the quantity of each book you require and the address you wish the books delivered to. We will invoice you accordingly.



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