

## MEETING PLANNING GUIDE

### Kevin Brown Introduction

For nearly twenty years our next speaker helped build a little known family business into the #1 brand in their industry, with annual revenues reaching two billion dollars. Along the way he has learned a thing or two about overcoming adversity, dealing with change and creating a culture that drives organizational excellence and customer loyalty.

He's here today to share some ideas about being your best when it matters the most and he calls it **The HERO Effect™**.

Please welcome – Kevin Brown.

### Presentation Delivery

- Kevin will dress in business attire unless otherwise directed.
- Kevin does not require an Internet connection.
- No LCD projector required.
- Room should be wired for sound/audio.
- Please provide one hands free wireless microphone.
- Please provide two bottles of water near the lectern/podium.
- Photographs are permitted and all copies provided to Kevin Brown Enterprises.
- Audio and Video recording is permitted with prior permission from speaker. Speaker requests a master copy of all recordings within 30 days of the event. Audio and video recordings are for client internal/archival use only and cannot be posted, linked or otherwise used in a public forum or venue.
- Kevin does not use a podium.
- Kevin does not make his presentation available for download and distribution unless otherwise specified.

### Kevin Brown Biography

Kevin's unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking.

He grew up in Muskegon, Michigan where his blue collar roots taught him the value of hard work and determination. His resume includes an eclectic mix of career stops that ultimately led him to the purchase of a franchise at the age of seventeen.

With a *street-wise aptitude* and a *never quit attitude*, he worked his way from the front lines in business to the executive boardroom. For nearly two decades Kevin was a sales and marketing executive that helped grow a little known family business into an industry giant with annual

revenues reaching two billion dollars.

After a career in franchising that spanned 30 years, Kevin decided to retire from corporate America and pursue his passion for bringing The HERO Effect™ message to as many people and organizations as possible.

Kevin is on a mission to help people and organizations embrace a simple philosophy that separates world class organizations and high performance people from everybody else. He is passionate about helping people expand their vision, develop their potential and grow their results. And, as the father of an autistic child he knows firsthand how the principles of true success reach beyond the boardroom and into the lives of real people facing the challenges of everyday life.

As a highly sought after keynote speaker, Kevin has had the privilege of speaking to a wide variety of organizations including Siemens, State Farm, Country Financial, Bristol-Myers Squibb, Northwestern Mutual, Delta Airlines, Trans America and Allianz to name just a few.

Kevin entertains, inspires and challenges people to show up every day and make a positive difference at work and in life!

### **Kevin Brown's Key Themes of The Hero Effect™ Include:**

- Being your best when it matters the most.
- Heroes Help People...with NO STRINGS ATTACHED!
- Heroes Create an Epic Experience
- Heroes Take Responsibility
- Heroes Live and Work with Optimism
- Creating a Culture of Heroes at Every Level

Together, these qualities embody **The Hero Effect™** Being your best when it matters the most!