



## **The Hero Effect® - Creating a Culture of Heroes at Every Level**

Kevin has a simple philosophy when it comes to leadership. He believes that you are "a leader of one or a leader of none." He believes that leadership begins with mastering self along with the daily habits required to become world-class leaders, mentors and coaches to the teams we live and do business with. The foundation of this program can be summed up in one powerful idea...we reproduce what we are!

The role of leadership in an organization is to create an environment where people can be the best version of themselves. That is what serves a brand well and stands out in a crowded marketplace.

### **This program is designed to help participants:**

- Create an environment where people are inspired to be the best version of themselves and deliver world-class performance to the people they serve.
- Develop a team of people that are committed, focused and on fire for the brand they are helping to build.
- Design and deliver an organizational obsession statement that drives high performance and a world-class customer experience.

### **Key themes:**

#### **Heroes Help People...with NO STRINGS ATTACHED!**

They go "all in" every time they take the field. They understand that in business and in life it's always personal and never perfect. Heroes create strong connections and reach beyond the borders of transactional thinking to create transformational moments!

#### **Heroes Create an Exceptional Experience:**

The HERO's calling card is pure excellence. It's about using their talents, gifts and abilities to their fullest potential and highest purpose. The HERO uses the best of who they are to serve more people, more often, in bigger and better ways. The HERO is committed to personal development and shows up better today than they were yesterday. Heroes build trust by serving others with an authentic passion that turns everyday moments into superhuman

experiences. The HERO is driven to serve others and understands that the greatest rewards in life are determined by how well we take care of the people we live and do business with.

### **Heroes Take Responsibility:**

HEROES own the moments that matter! They are actively present and engaged and do not believe in random acts of kindness. The HERO is motivated instead by intentional acts of difference making. They live by a simple code; “bring your best stuff to the present moment and pour it into the lives of others.” They understand that before you can lead anyone else, you must first be able to lead yourself. The HERO owns their attitude, their actions and their results. They are committed to the best possible outcome in every situation regardless of circumstances or events beyond their control. The HERO leads by example and knows that true success is found in the power of simple choices.

### **Heroes Live and Work with Optimism:**

HEROES see the world differently. For them, it’s not about positive thinking, it’s about perspective. Looking through the lens of optimism gives the HERO supernatural vision. They see what others cannot. They see opportunities instead of obstacles – possibilities instead of problems. When things go wrong...and they will, optimism is what helps the HERO turn life’s messes into a masterpiece.

In his signature style, Kevin uses real life stories and examples combined with rich content and humor to drive home The HERO Effect principles and ideas. This program delivers actionable ideas that every leader can implement immediately to begin creating a culture of excellence at every level in their organization.

**IDEAL AUDIENCE:** This message is applicable to leaders at every level, across all industries. Kevin customizes his stories and deliverables based on the audience’s profile.

**FORMAT:** 45 to 60 minute keynote; can be followed by a 60 to 90 minute “deep dive” into the actionable ideas shared during the keynote.

*" I knew The Hero Effect® was the right message for our audience, but I was really impressed and delighted with the way you connected to our core values and helped our audience relate to your message in those terms - well done! "*

— **Marti Greathouse, Helzberg Diamonds**