

KEVIN BROWN

THE HERO EFFECT®

Being Your Best When It Matters The Most!



In his signature keynote, Kevin shares ideas, strategies and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of Kevin's message is a simple, yet powerful philosophy for life that drives every thought, every action and ultimately every result we achieve both personally and professionally. Your team will be motivated to reach beyond what is required and do something remarkable! The Hero Effect® framework drives organization excellence and customer loyalty and inspires individuals to create an unforgettable experience for the people they serve and serve with.

This program is designed to help participants:

- Achieve greater results by eliminating "ordinary" thinking and mastering the habit of excellence.
- Own the moments that matter (and they all matter) by taking responsibility for their attitude, their actions, and their results.
- Create meaningful relationships and deliver an extraordinary experience for every "customer" at work and at home.

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 all industries as well as all employees and people no matter their position in the organization or life. Kevin customizes his stories and deliverables based on his audience's profile.

FORMAT: 45 to 75 minute keynote.

"Kevin Brown was a fantastic speaker and left our group with a wonderful message that held value for work and home. He was extremely engaging and the content was rich with humor. All 500 employees, who attended the banquet, fully enjoyed his talk and I would recommend him for any event. He is also very easy to work with and will help you make your meeting and/or event a huge success." – Caitlin Laramée, Transamerica

"I wanted to express my appreciation for you coming and sharing your stories with us. While the concepts you touch on are complicated, they are extremely powerful. I work with several of our dealers and have already started to change my approach to each interaction. Understanding the power and impact we can have if we truly focus on the moment and do what we can to help take those dealers to the next level." – Cory Barrett, Territory Manager, Gensco, Inc.