



KEVIN BROWN
PROFESSIONAL SPEAKER

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:

HERO Leaders create a winning CULTURE:

The HERO Leader is masterful in building a powerful, engaging and focused culture of excellence. Leading by example the HERO Leader drives organizational priorities and is responsible for setting the tone and drawing people into the vision. They move beyond the idea of a mission statement and develop an organizational obsession. Something bigger that attracts people and inspires them to show with their best stuff when it matters the most. This is the essence of brand building. A brand is nothing more than an outward expression of an inner condition. The HERO Leader is responsible for developing and nurturing the inner condition.

HERO Leaders leap into ACTION:

Nothing is more detrimental to an organization than the inability to take action on the most important next step to move the organization forward. Many organizations PLAN themselves to death and never take the right ACTION to move ideas and initiatives to the next level. Planning and preparation are important, but it should have a beginning and an end so that ACTION can begin. What happens when organizations fail to ACT? There is confusion and a lack of confidence at the employee level. When people are confused they often do nothing except the minimum required to get by. HERO Leaders clear the clutter and simplify the process of distilling the most important priorities for the team. They are master communicators and have the unique ability to help people see and understand their value to the team.

HERO Leaders are PASSIONATE:

One of the great qualities of a HERO Leader is their ability to inspire high performance. They have a high degree of confidence and passion for what they do and for the people they serve. Their enthusiasm pours out in their words, their tonality and their intentions when dealing with others. HERO Leaders are the ones people want to work and do business with. They have that little something extra that draws you in and leaves you wanting more.

HERO Leaders are ENCOURAGERS:

They are wired to build people up. They take a personal interest in the people on the team. They know them and help them move from where they are to someplace better at work and in life. HERO leaders motivate and inspire people with their words and have a genuine concern for the whole person not just the employee that comes to work every day. They demonstrate empathy, compassion and a true sense of gratitude for the talents, gifts and abilities that each teammate brings to the 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: 60 to 75 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