

11558 East Buckskin Trail  
Scottsdale, Arizona 85255  
T 877-502-3898 or 480-502-3898  
F 480-502-3936

The Ian Percy Corporation

"One of the top 21 speakers for the 21st. century"  
Successful Meetings Magazine

## ***When you bring Ian Percy in as your keynote speaker, the first standing ovation will be for you!***

Ian has an uncanny ability to meet your event goals with exactly the right blend of deep insight, uplifting inspiration and engaging humor. It's that ability that drew these unsolicited comments from executives and veteran meeting professionals:

*I have never seen such a dramatic and refreshing response. You did something I didn't think could be done.* – Cindy Williamson.

*I have never seen the total audience embrace a speaker as they did you.* – J. Ferguson.

*You held an entire room of 1,200 Association leaders totally captivated! That is a rare gift indeed.* – Laura Missitzis

*It's been a long time and many meetings have passed since I've witnessed virtually everyone in attendance stand in line to shake the speaker's hand.* – R. J. Guilday

In the craziness of putting an event together there's no substitute for peace of mind – and the instant you book Ian you'll know you've chosen exactly the right keynote speaker and a big load will be taken off your shoulders.

The speaker has to be right for the situation, and the situation has to be right for the speaker. The information in this PDF will get that conversation started. Nothing would please us more than the privilege of working with you in creating a truly memorable and meaningful event.

We welcome the opportunity to discuss your event with you and place your event dates on reserve. But you'll need to secure your meeting dates now by calling Georgia at **1-877-502-3898** or by email at **info@IanPercy.com**.

If you're working with a Speakers Bureau please let us know so we can align all our efforts to serve you best. We treasure our relationship with numerous Bureaus across the country and they provide an invaluable service to you as well as ourselves. We encourage you to take advantage of their services.

It'll be an honor to work with you.

## Table of Contents

<i>You get the standing ovation!</i>	<i>Page 1</i>
Ian brings <i>solutions</i> not ‘topics’...	<i>Page 3</i>
Turning Event goals into thought-provoking keynote solutions	<i>Page 4</i>
About Ian Percy	<i>Page 6</i>
Experience Counts	<i>Page 6</i>
Customization – one size does <i>not</i> fit all	<i>Page 7</i>
Our Information Package	<i>Page 7</i>
Investment Schedule and Special Bonus	<i>Page 7</i>
Arrangements and Audio-Visual Needs	<i>Page 8</i>
Books and Conference Gifts	<i>Page 8</i>
There’s no such thing as a routine event!	<i>Page 9</i>
Contact Information	<i>Page 9</i>



***Are you looking for an entertaining keynote speaker who also makes people think in exciting new ways?***

***One who'll help your event become a huge memorable and productive success?***

And if this presentation was fully and uniquely customized to fit your event theme instead of being a tired 'one-size-fits-all' talk — would that make it even better?

It'd probably also be reassuring to know that your presenter is one of the most acclaimed and reliable inspirational business speakers who has hit home run after home run for corporate and association audiences around the world.

If all this is in line with what you're looking for...

## **You'll want to talk with Ian Percy!**

**Before Ian becomes a keynote *speaker*, he's a keynote *listener*.**

Even among the world's leading business and motivational speakers, Ian is known as an original thinker. But before he sets his mind on how to make the best contribution possible, he wants to understand *exactly* what it is you want as an outcome as well as the context in which he is to speak. Those responsible for an event are always amazed at how *on target* his presentations turn out to be — even those who already had high expectations.

## **While others talk on 'topics'...Ian brings *solutions*.**

When you think about it, your event is not about *topics*. It's about *solutions*. It's about unifying the audience toward higher levels of purpose, passion, performance and profitability. Picking something off a typical topic list often results in a disappointing presentation simply because the desired outcome wasn't achieved even though the 'topic' was covered.

Let's say the primary goal of the event is to eliminate silos and create unity among the company's leaders. Should the keynote 'topic' be leadership, teamwork, change or motivation? Or would you want a speaker expert in the area of 'vision and purpose'? No one 'topic' hits the mark and the answer really is "all the above." To achieve your goals, we encourage you to think solutions not topics.

What Ian does is fashion *solutions* into intriguing presentations sure to engage your audience. Below, you'll find helpful examples of how he's done this. As you read them, keep in mind that he will customize a *keynote solution* just for you.

## Turn your event goals into enticing and thought-provoking keynote solutions.

Ian takes his proven expertise in many areas of organizational leadership and performance and customizes a presentation *based on your event goals*. Following discussion with you, he'll create a presentation with mind-stretching insight, uplifting inspiration and engaging humor that'll be right on target.



The following are *sample* descriptions of Ian's recent keynote presentations.

- **"Thinking *without a box!*"**  
**Why we have to change our thinking if we want to change our results.**

The bottom-line is that until we change *how* we think, we'll never be able to take our organizations to new levels of performance, innovation or profitability. Thinking *outside* the box just isn't going to cut it. Your greatest competitive advantage is found in the genius minds of your people. Yes, *genius* minds! This stimulating program shows you how to release that enormous power. The audience will buzz with a new confidence that they can indeed create unimagined success on both ecological and economical levels.



- **Lighting a Fire in Your Fireplace:** rekindling the corporate spirit

In the usual chaos of change - whether from mergers, re-engineering or crises - the human spirit takes quite a beating. This session helps you to 'light the fire' and restore purpose, passion, and performance throughout the organization. Without this *spirit* that drives all human behavior, all the emphasis on structure, strategies and systems will be to no avail. If you want your audience *on fire* - this is the presentation you're looking for.

- **Success in the Age of Disengagement:** how to create unassailable loyalty from both employees and customers

"Engagement" is the new jargon for loyalty and commitment. The frightening thing is there's not much of it to be found anywhere. The accumulative effect of 9/11, endless

corporate scandals, botched hurricane relief, and general lack of national confidence have produced *The Age of Disengagement*. People are focused only on 'looking out for themselves'. To a large extent it's taken the fun out of work and is creating enormous economic loss. The good news is people really *want* to be engaged! This program explains what it will take to restore our organizations to a point where employee and customer loyalty are unassailable.

- **The Profitable Power of Purpose**

A highly defined "Purpose" has been behind every true mark of progress and success since the beginning of time. So why, when it comes to discussing the corporate "vision" and "mission" do people fall into a deep sleep? The reason is that many still don't 'get it'. Maybe if we realized that *Purpose* has a direct impact on the bottom line we'd show a little more enthusiasm! In this challenging and humor-filled presentation people learn what it means to have a higher purpose - a *Peak Purpose*<sup>™</sup> - a vision so powerful it moves the organization to peak passion, performance and especially *Peak Profitability*.

- **From Information to Wisdom: today's greatest leadership challenge**



One thing we all agree on is that we have enough information! The challenge is what to do with it - and that's where *wisdom* comes in. Unfortunately we don't talk about wisdom much, almost like it's beyond reach. Yet wisdom is the rarest and most needed resource in the corporate world today. This presentation is ideal for senior leaders as it challenges them to dramatically change how they spend their time. It is the rare executive who has the time to simply think, reflect and determine the *wisest* course of action. This *thinking* time is not a luxury; it's essential to any successful enterprise.

Ian is known as a 'high substance' speaker...but don't equate that with being dull and unentertaining! As you'll discover, he wasn't inducted into two Speaker Halls of Fame and declared "*One of the top 21 speakers for the 21st century*" by being dull.

The depth of his message and his presence on the platform will empower and enable your audience to recognize just how immense and rewarding the opportunities before them are and how they have the power to act on them.

## About Ian Percy

Ian challenges and inspires corporate and association audiences in a great variety of industries around the world. His unique ability to help people believe in their full potential, to challenge themselves when they need to be challenged and to stimulate courageous innovation will bring significant advantage to your organization.

A registered organizational psychologist, Ian is a renowned business speaker and respected author of six books. As a speaker Ian has the rare honor of being inducted into both the US and Canadian Speaker Halls of Fame.



Ian's writing includes the breakthrough book on leadership titled *Going Deep*; an inspirational book called *The 11 Commandments for an Enthusiastic Team* and his most recent *The Profitable Power of Purpose*. He writes a regular column on performance improvement for *Human Capital* magazine read by over 40,000 HR leaders and is a frequent contributor to the online publication *RetailWire*.

A long list of clients from insurance, finance, health care and technology sectors includes Microsoft, Exxon Mobil, Transamerica, Nortel, US Bank, MDRT, Sanofi-Aventis, Sodexo and KPMG. He's spoken to audiences of a dozen and to audiences of many thousands.

A Canadian, Ian and his wife Georgia live in Scottsdale, Arizona where he has an interest in reining Quarter horses and gets in the occasional golf game.

## Experience Counts

You'll be hard put to find an industry or type of audience with which Ian has not had experience. In most cases he can provide references and content suggestions uniquely relevant to your situation. He's seen a lot of things that have worked splendidly and many things that didn't. So don't hesitate to call him to discuss your program – there is no obligation whatsoever.

The same goes true regarding Ian's ability to handle those situations that no one could have predicted and have the potential to derail your entire event. Ian's had to speak after bomb threats from an angry union, after a sudden announcement that the company had been sold, and the morning after the popular company president and chairman had been ousted by a rebel faction of the Board.

You hope this stuff doesn't happen, at least not in the middle of your event – but *if* it does you want someone who knows how to handle it, not someone who'll carry on like nothing's changed. You want the most experienced pilot on your flight and hope she or he doesn't have to use all their skills! There's just no substitute for experience.

## Customization –one size does *not* fit all

Ian is one of the few speakers who actually *does* customize every presentation. We're talking way beyond sticking the company name on the title slide! His messages are so on-target that several corporations have taken the key phrases Ian composed for them and incorporated them onto their company clothing!

Another dimension of customization is being fully engaged in the event. Ever had the experience of listening to a speaker go through their routine (even if it's a good one) and wondering if they are actually 'there'? If so, you know exactly what we're getting at. If at all possible Ian will arrive in time to hear the speakers before him so he can build on their message and help create seamless flow to the whole program.

## Our Information Package

Even our information packages are customized – you'll be impressed. If you've not received your package, request one by calling **1-877-502-3898** or emailing **Georgia@IanPercy.com**. You'll receive a video of excerpts from various presentations, further information about Ian and a sample of his most popular books.

## Investment Schedule

Current 2006 fees are as follows:

- For events held across North America, the fee is \$15,000 USD plus business class travel and accommodation.
- For events held in the greater Phoenix, Arizona area the fee is \$10,500 USD plus applicable expenses.
- For events held overseas the fee is \$20,000 USD plus first/business class expenses.
- For engagements involving multiple days on the same contract the fee is \$12,500 USD plus business class expenses.
- For anything unusual (EG. Cruise events or a week-long program in Saudi Arabia) please contact your Speakers Bureau or call us directly at **1-877-502-3898**.

### Special Bonus

All Ian's engagements are considered *per diem*, meaning that he will happily conduct an additional session (EG. Keynote + Concurrent) on the same day *with no increase in fee*.

## Arrangements and Audio-Visual Needs

Typically Ian will have support visuals created on a PC. He always brings the slides on his own lap top as well as on a CD and/or memory stick. Ian also requires a wireless lav microphone since he tends to use the center stage rather than stand behind a lectern.

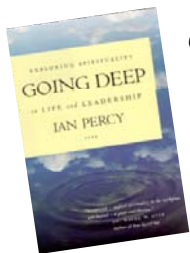
Because we seldom know where Ian will be coming from, it is easier for us to make our own travel arrangements. That expense will be itemized on the invoice.

It'd be much appreciated if the client would make necessary hotel arrangements and have room and meals billed to the Master Account. A non-smoking room is essential.

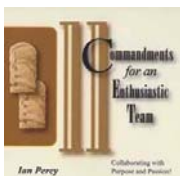
## Books and Conference Gifts

You don't want to lose the momentum of a powerful presentation and conference. Relevant books, videos and CD albums are ideal follow-through tools for conference participants.

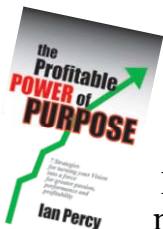
Ian has published six very good books plus several audio albums that provide excellent reinforcement of his message. Among them the most popular conference gifts are the following:



**Going Deep** is Ian's breakthrough book on leadership and it's particularly ideal for an audience of managers and leaders. This is available for pre-purchase for only \$11.00 per copy (retail is \$17.00) plus shipping – Save over 35%. The renowned Dr. Wayne Dyer described this book as “Sensational!”



**The 11 Commandments for an Enthusiastic Team** is a gift set including one of the most inspirational books you'll find anywhere *and* a CD of Ian giving this presentation before a major corporate audience. Whether people learn best by reading or listening, they're covered with this attractively packaged item. This is available for pre-purchase for only \$15.00 per copy (retail is \$27.00) plus shipping – Save 55%.



**The Profitable Power of Purpose:** *seven strategies for turning your Vision into a force for greater passion, performance and profitability* is being purchased by the case for Boards and management teams of all descriptions. It's a short book which means people actually read it. Seldom have 90 pages made such an impact, especially if the organization is working on its vision and strategic direction. This practical book is available for pre-purchase for only \$6.00 per book (retail is \$12.97) plus shipping – Save over 45%.

**FREE BONUS:** Purchase either *Going Deep* or *The 11 Commandments* book for your attendees and we'll provide the same number of *The Profitable Power of Purpose* book absolutely FREE.

We hope you'll purchase one of these valuable reinforcement tools for each attendee. Should your budget not accommodate that, please consider having an opportunity where they can purchase these books for themselves. Like you, Ian resents speakers who hawk their wares from the platform and it will simply *not* be done. Of that you can be assured.

## There's no such thing as a routine event!

One thing you know about this business is that *every* event is different. And if that's true for the Executives sponsoring the meeting and for meeting planners trying to pull it off without a hitch, it certainly should be true for your keynote speaker.

You'll find Ian able to adapt both his message and his style to fit the situation and make your event seamless. Whether the group numbers 20 people or 20,000; whether they are in finance, technology, sales, HR or a bit of everything; whether the mood is celebratory as on an incentive trip or more sober as when the group has been through difficult circumstances...you'll find Ian 'tuning-in' to the situation in a remarkable way and providing exactly the right blend of uplifting inspiration and depth of insight you need.

Where some speakers show up only for their presentation, Ian takes the time to engage with your group and to hear as many of the speakers before him as possible. This is what enables him to truly *connect* rather than just fly in and fly out. And it makes all the difference in the world to your success.

Ian's ability to engage an audience, his skills on stage and his depth of thinking are what led to him being inducted into *both* the US and Canadian Speaker Halls of Fame — one of only three speakers so honored.

Don't delay in securing Ian for your event. Call today.

---

For further information or to book Ian Percy for your event,  
please contact us at  
**1-877-502-3898** or by email at **info@IanPercy.com**  
**www.IanPercy.com**

---