



Who are you BECOMING?

... as a Leader

... as a Parent

... as an Organization

... as a Citizen

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Brief Speaker Bio:

Jonathan Fanning is the author of *Who are you BECOMING?* and has been coaching leaders – from Fortune 500 executives to sole proprietors – for over 15 years. If you are familiar with TED talks, Jonathan was voted the best speaker at a recent TED conference. A traumatic car accident and several other “Frying Pan” moments in the middle of Fanning’s career as a management consultant to Fortune 500 companies triggered a quest for a deeper sense of purpose, meaning, and significance. “*Who are you BECOMING?*” and “*Who are you helping others to BECOME?*” became central to Jonathan’s life, businesses, and speaking. He has also built several successful businesses, including a national children’s fitness franchise and Entrepreneur Adventure, which helps young people experience business start-up and ownership. He has inspired and challenged audiences with his message in 49 states and on 3 continents. Jonathan lives in NY with his amazing wife, Dominika, and two angelic little girls, Ella and Maya.

Most popular programs with brief summaries and learning objectives are listed below.

Who are you BECOMING? (or Who are you BECOMING as a Leader?)

A year from today, will you be a better leader... or not? The answer affects every aspect of our lives. *Who are you BECOMING?* introduces four pillars the greatest leaders all have in common and a simple formula for enhancing these pillars in your own life and organization. A favorite of audiences across the country, Jonathan shares “The Simplest and Most Effective Leadership Development Plan”, borrowing powerful and practical lessons from the greatest people developers in all walks of life.

- What is the greatest leadership advice ever given to a U.S. president?
- What success formula do world-class 7th grade teachers and Viktor Frankl have in common?

This program applies to you, whether you lead a company, non-profit, team, family, or just yourself.

“My team quotes Jonathan daily. He challenged the way we look at leadership!”
(Kelly L., Sr. Director, Pfizer)

Learning Objectives:

1. Learn and begin to apply the “Simplest and Most Effective Leadership Development Plan” for yourself, your family, your clients, and your team.
2. What is the greatest leadership advice ever given to a U.S. president and how will cooking chili help you apply this lesson in your leadership?
3. What success formula do world-class 7th grade teachers and Viktor Frankl have in common?

Creative Leadership: Building a Culture of Innovation

Innovation and creativity are absolutely necessary to thrive in business, hiring, motivating, marketing, parenting, educating, coaching... Are you and your organization becoming more - *or less* - creative? Jonathan’s TED Talk on this topic won the best speaker of the conference. Participants will learn 5 core strategies to build a culture of creativity. Lessons and memorable anecdotes come from some of the most creative people and organizations in history, as well as Jonathan’s personal experience implementing these lessons as an entrepreneur, parent, educator, and with clients large and small. What Jonathan calls the “innovator’s equation” has been a game-changer for leaders across the country. This was a favorite for a global entrepreneurship summit in Sydney, Australia.

“When Jonathan described the ‘Innovator’s Equation’, I stopped listening... that concept will disrupt the way we run our businesses!”
(Jeff Hyatt, CEO Hyatt Family Facilities)

Learning Objectives:

1. How can you intentionally foster the 5 traits of the world's most creative people?
2. What questions, stories, and models will get you and your team “unstuck”?
3. What is the “Innovator’s Equation”? – Jeff Hyatt (Hyatt Hotels) called this the greatest leadership lesson of the decade.



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Developing Emotional Intelligence

Engagement affects everything. How engaged are you? How well do you affect the engagement of people around you? Research shows that we know more about EQ (Emotional Intelligence/Quotient) than ever, yet very few are masters. Jonathan will discuss the demise of EQ in our text-crazy culture and what that means to leaders, parents, teachers, coaches, and you. This program is full of incredibly memorable stories, real-life scenarios, and a four-part process to take your EQ to the next level. Amygdala “hijacks” can tear apart a business or relationship in seconds. Do you have a strategy to master them? Can you teach your strategy to others? After this hilarious and engaging program, your answer will be “Yes!”

“Jonathan challenged and truly inspired our group. Material was insightful, passion was infectious, our leadership wants him back!”

(Kristen S., AmeriCorps Leadership Summit)

Learning Objectives:

1. Learn a powerful strategy to interrupt and master emotional (amygdala) hijacks
2. Practice the simple formula that guides emotional responses and allows us to dramatically influence emotional state of self and others
3. Extremely memorable exercise demonstrating attendee’s ability to intentionally improve EQ and create a positive emotional contagion.

They Serve: The True Essence of Authentic Leadership

Every leader is an agent of change... for better or for worse! “They Serve” is a unique exploration of the most effective time-tested leadership principles and paradoxes. We all know great leadership when we see it. What four things must a servant leader do? Most organizations that teach servant leadership violate at least two of these building blocks. This program may change the way you look at role models forever.

“Powerful and moving! Jonathan is truly a special person – with a message that met the “needs” of our whole culture.”

(Lee D., Mars Chocolate)

Learning Objectives:

1. Servant leadership contains a powerful paradox. Most organizations that say they practice “Servant Leadership” do not. Understand and apply the powerful paradox for the first time.
2. To truly serve includes paying a personal price. How can leaders demonstrate, teach and inspire others to pay a personal price in our short-term, “what’s in it for me” culture?
3. Aspiring servant leaders get stuck on the priority between two words. Jonathan’s passionate stories will stick with them as listeners try to become better servant leaders long after this keynote or workshop.

Leadership Lessons from Legends

Newton famously said, “If I have seen further, it is by standing on the shoulders of giants.” One of the most effective ways to develop leadership is to borrow lessons from some of the best. This memorable program will be tailored to your organization and explores lessons including: speaking secrets of Winston Churchill, conviction and clarity of Mother Teresa, wisdom of Abe Lincoln, mentoring of John Wooden, courage of Amelia Earhart, drive of Michael Jordan, guts and work ethic of Ray Kroc, creativity of Marie Currie, and many more. If you take just one of these lessons home, your leadership will never be the same!

“Jonathan truly connected with our firefighters and exceeded all expectations. Our audience was captivated and the powerful message hit home. Especially ‘Who are you helping those around you to become?’”

(Joseph Bryant, N.Y. Fire Department)

Learning Objectives:

1. JFK said Churchill “mobilized the English language and sent it to battle.” How did he practice?
2. Mother Teresa attracted millions of people to her cause, changing the landscape of the 20th century. Coach John Wooden turned one of her lessons into a daily habit. How would that lesson affect your leadership?
3. Ray Kroc spent 3 months in 1955 doing one thing that flipped the business world upside down. Will you remember and apply his strategy?