

Keynote Presentations...

Tough Questions, Profitable Answers... Challenge Everything You Thought You Knew

As we move faster from one unpredictable state to another, we realize that no business strategy or formula lasts forever. Problems are so complex today that leaders have to collect expertise and opinions from their direct reports and people on the front line before they can make sound decisions. No leader can do it all on his own, they're not expected to, but they are expected to ask compelling questions and act on the answers.



Barry's legendary interviews of over 350 Fortune 500 CEO and Presidents reveals...

- The most important questions the world's smartest leaders ask to inspire and motivate their teams to capitalize on new opportunities before they become obvious.
- Why asking the right questions about the future is more important than having the right answer about the past.
- Why profitability often begins with asking one simple question at a time.
- Why leadership is not about having all the right answers; it's about asking the right questions.
- Why a questioning attitude is everybody's responsibility to stay relevant in a world of flux.

Barry's fast paced, high content program mobilizes your executive team to get off autopilot, avoid DITWLY (Did It That Way Last Year), and focused on questioning all assumptions. Your leaders will leave with the courage to discuss the undiscussable and challenged to ask innovative questions that enable them to see things before others do.

Leadership Blind Spots... Self Deception? Fantasy? Illusion?

What will you and your business look like in 2020? Leaders today are traveling in uncharted territory for which no map exists. The secret to navigating your future is to think of it in the form of questions with no limits and no boundaries. Questioning is the starting point to overcoming blind spots and looking at existing reality as a "naive outsider" with a fresh pair of eyes.

Great questions change the direction of how we think...

- What do we intend to be?
- What is the one problem we have that we don't have the guts to face?
- What are the dumbest, stupidest things that we are currently doing that are a waste of time and money?
- What's the most important question you want answered?

Barry will provide your leadership team with straight talk from America's Top Business Leaders on...

- How to become an observer of what works, what doesn't and why.
- How to use question storming to identify your top blind spots.
- How to change your mindset from being stuck to finding possibilities and solutions.
- How to implement a "What's Getting In The Way Program."

His program is guaranteed to build a culture which challenges biases, rejects limitations and finds the thrill in venturing into the unknown. The advantage goes to those who see things that others don't see.



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DONE!... Stop Talking, Stop Waiting, Start Doing

Planning the strategy is easy — making it happen is the tough part! No matter how brilliant the strategy, the saying of the words is no substitute for the doing of the deeds. The rules of business have changed and you have to change your game plan and do it fast. Learn how gutsy leaders fill the gap between what they know and what they do in their organization by asking the hard questions and acting on the answers...

- What would it look like if you did it?
- What will it take to implement your new strategy?
- What were you doing when you were successful?

Talk Is Cheap... Getting It Done Is Priceless! You can't talk your way to the finish line. Planning strategy is easy, but it's the execution that is the lifeblood of any organization. Unfortunately 95% of people in business say the right thing, and only 5% take action. 71% of CEOs fail due to their inability to make a decision and act on it. 66% of plans are never implemented. *Remember it's about the work you get done, not the work you do.*

Barry will share how today's leaders push the boundaries and move their teams from the "talking zone" to the "doing zone" to improve performance and productivity. He will take you into the minds of successful CEOs and reveal the questions they use to create a culture of doers who **Think and Act... Bigger, Better, Bolder** to make things happen.

Why Yesterday's Leadership... Is Soo Yesterday!

Only 30% of employees worldwide are engaged at work. The cost of disengaged employees in lost productivity is \$370 Billion per year in the US.

Today's younger workforce will challenge traditional sources of authority, experience, and judgement with alternative information, perspectives and solutions from the internet. Just because your leadership style worked for you in the past does not guarantee it will work for you in the future.

The leader of the future will become a Chief Questioning Officer; naive, humble and willing to let go of the notion that leaders have all of the answers. Tomorrow's successful leaders will be those who think ahead of the curve and ask the right questions, of the right people, at the right time — questions that jumpstart future growth.

What's new, what matters and what's next in leadership.

- Making bold decisions and changing strategy at lightening speed.
- Creating a culture of "explorers" who question everything.
- Implementing innovative strategies to break down the barriers that impede success.
- Maximizing R.O.Q., Return On Questions.
- Using the power of curiosity to ask thought provoking questions, apply new ways of thinking about problems that can't be solved in conventional ways and seize huge opportunities before they become obvious.

Your audience will leave with a Blueprint:

"What Works In — A New Era Of Leadership"

How 21st Century Leaders engage, inspire and motivate their people to be the best in a global market place.

Barry Wishner

Trusted Advisor & Confidante To
America's Most Admired Leaders



Barry Wishner is a CEO, business consultant, speaker and writer who has served as a trusted adviser and confidante to leaders in the "C" suite. His in-depth interviews of 350 Fortune 500 CEOs, and 2000 high-powered business leaders, news-making entrepreneurs, and ground breaking innovators reveal **The Most Important Questions Successful Business Leaders Ask!** Barry helps leaders to see things that others don't see.

He combines street smarts with real world business experience. Barry has been an innovator in the business world with over 30 years as a successful entrepreneur, corporate executive with Fortune 500 companies and has built businesses that are special, memorable and difficult to duplicate. As founder and CEO of **ProFormance**, a management consulting firm with over \$50 Million in revenues, he answers the question: **"Why do some companies prosper and grow while others struggle to merely stay afloat?"**

Barry graduated from Pratt Institute, followed by Bernard Baruch School of Business (CCNY) MBA program. He joined the Air Force as a Captain where he served as a hospital administrator under the Surgeon General. He has been an adjunct professor at Golden Gate University (where he lectured on High Performance Leadership), and City College of San Francisco Business School.

A newsmaker who is often featured in *USA Today*, *The Los Angeles Times*, *San Francisco Chronicle*, and *CNN Financial News*, Barry's forthcoming book, **Tough Questions... Profitable Answers, Challenge Everything You Thought You Knew** is scheduled for release in 2015.

As an observer and commentator on executive level thinking, Barry to as distills the wisdom of leaders at the top into everyday language. His interactive, fast paced, high-content, entertaining business keynote provokes the leadership team to **Shake Things Up!** He gives his audiences... The **COURAGE** to ask tough questions that challenge all business assumptions. The **BACKBONE** to break free of the status quo. The **PERMISSION** to put everything you're doing on trial. The **THUMBS-UP** on throwing out the old-rule book. The **GREEN LIGHT** to creating a gung-ho culture where no question or idea is considered dumb.

Clients Include...

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Healthcare: Abbott Labs • AHA • AHCA • Amerita • AONE • Ascension Health • Adventist Health • CEP Emergency Physicians • Federated Ambulatory Surgery • Harden Healthcare • HCA • HIGPA • J&J • Jewish Hospital/Healthcare • Mediq • MGMA • Ontario Hospital Assn • Optical Lab Assn • Option Care • Owen Healthcare • PACE • PresentationHealth • United Healthcare Group • Universal Health Services VA • VHA • Vitalink • VNAA

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Franchise: Canadian Tire • Comprehensive Business Services • Frast Frame • IHOP • InterimService • Jackson Hewitt • Norrel • Option Care • Orkin • Red Robin • Service Master • Super 8 Motel • Texaco Star Mart

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Miscellaneous: ABCO • Bill Heard Ent • ConAgra • Demand Solutions • GE Power • Huttig Building Supply • Johnstone Supply • Merial • NATSO • Specialty Graphics • SFCVB • TQ3-Navigant • Volvo Financial

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**In The Question
Lies The Answer !**

"As you spoke I took note that, the questions we ask are as important as the answers we come up with."

— Harden/Girling

"Out of 98 speakers you are #1"

— Microsoft

"You delivered on your promise as you presented real issues with credible solutions."

— First Republic Bank

"Your words are planting the seeds for our future."

— CEP Emergency Physician Partners

"On a scale of 1 to 10, yours was a perfect 100"

— General Electric

"You have the passion of Tom Peters and the content of Jim Collins." —

Institutional Wholesale