



## Barry Moniak's Professional Profile

### **Fearless Leadership & Selling**

Speaker | Consultant | Trainer

*As a fear expert, Barry works with leaders and sales professionals to approach and deal with tough challenges, the same way black diamond skiers approach formidable ski slopes.*

What's that approach? They befriend the fear of falling, transforming the energy of fear into a different, more beneficial kind of energy. A core trait which sets fearless sales leaders apart is a *developed* inclination to befriend fear, not just face it. They then infuse this atypical mindset into those who look to them for leadership. Hence the development of fearless teams.

The workplace is the ideal space for this transformation to take place; not the mountain top, seaside, church or synagogue; not even the latest greatest get motivated seminar. We do not typically think of the job site as the ideal arena in which to become enlightened and fearless – but it is. The world of business provides a tough, no-nonsense, yet highly creative space in which we discover who we really are and evolve into fearless leaders of fearless teams.

What makes Barry the “go-to-guy” to create fearless leadership and sales cultures? Three decades of *End In Mind* consulting, speaking and training, two decades as a PSIA certified ski instructor, a rich and modestly varied business background, along with his empathic, intuitional nature, adds flavor and depth of understanding to his approach.

Prior to the establishment of *End in Mind*, Barry built, maintained, sold innovative businesses: general construction; custom remodel; asbestos abatement; business valuation and sales; high end restaurant service and training; professional, individual and couples counseling/coaching...

With this experiential insight, Barry treats your organization as an integrated being, a living entity. He assesses areas where your teams typically experience fear and how they respond to it. He empowers them to befriend those fears and apprehensions, and accomplish the mission your business was intended to achieve. Though indeed entertaining and interactive, his on-stage presentations are that of a professional who speaks to real issues.



*“Leadership is all about selling ... Sales is all about leadership”*