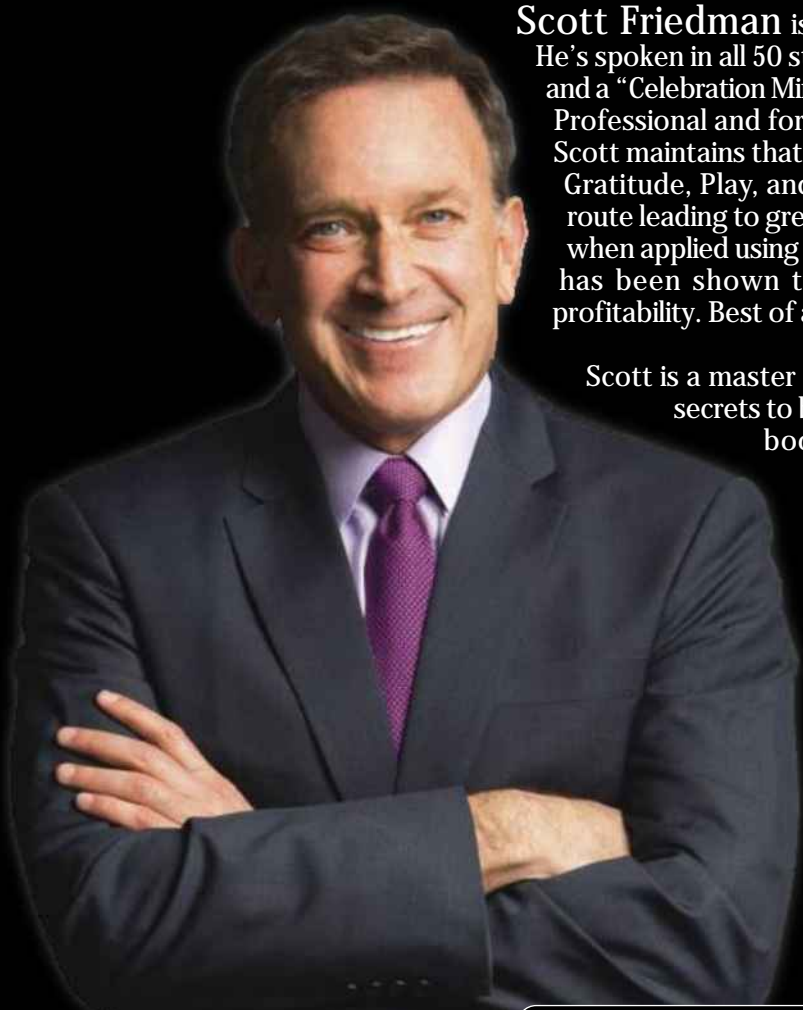




# Celebrate!

Scott Friedman CSP  
*Humor - Inspiration - Celebration*

## Turn on Your GPS. . . and Start Celebrating With Scott!



Scott Friedman is no stranger to the concept of global positioning. He's spoken in all 50 states and over 25 countries, bringing humor, wisdom, and a "Celebration Mindset" to over 2000 organizations. A Certified Speaking Professional and former President of the National Speakers Association, Scott maintains that with another sort of "GPS"—one navigated through Gratitude, Play, and Surprise—you will be in the fast-lane on a surefire route leading to greater personal and professional success. Why? Because when applied using his creative and practical techniques, a working "GPS" has been shown to vastly improve productivity, performance and profitability. Best of all, this "GPS" makes every destination a celebration!

Scott is a master at presenting useful, entertaining tips and "insider" secrets to benefit individuals and businesses alike. Author of four books and co-author of four more, Scott details his philosophy and expertise with clarity and trademark humor. His latest book, "Celebrate! Lessons Learned from the World's Most Admired Organizations", reveals how leading businesses create a culture of celebration... and how they profit through the effort. Based on extensive research, interviews, and 29 years of speaking experience, Celebrate! offers strategies for resetting your company's "compass" to maximize potential both in and beyond the workplace.

Having addressed audiences ranging from 10 to 10,000, Scott understands what makes a presentation effective. He customizes each of his programs based on your company's needs, thus maximizing the value for participants.

[www.ScottFriedman.net](http://www.ScottFriedman.net)



### So how does Scott know what works?

For starters, he's an internationally-acclaimed speaker whose programs have influenced more than 250,000 people in countries including the U.S., the U.K., South Africa, Australia, Singapore, Malaysia, Thailand, Pakistan, and Bahrain, among others. He has learned from—and spoken to—organizations the world over, including corporate giants such as Singapore Airlines, HSBC, IBM, and Nestle.

### Who will benefit from Scott's programs?

Anyone who would like more celebration in their work and life! Managers, supervisors, salespeople, leaders or staff members who want to energize and empower themselves and others. If you want to create legendary customer experience and build a deeper connection throughout the organization, Scott's programs are for you.

## What people say about Scott Friedman...

**"I love your new Celebrate program! It's the perfect blend of entertainment and usable ideas! I'm already plotting my next surprise."**

Yvonne Miranda, American Chamber of Commerce, Malaysia

**"As usual, Scott, you did a fantastic job! Your evaluation score and all the positive comments say it all! Your upbeat message was a great start to the day. I will definitely sing your praises to my education directors around the country."**

Cookie Dorsey, Texas Credit Union League, Farmers Branch, TX

**"THE RAVES ARE IN! We have had many talented speakers over our 45-year history, however none have held our audience spell bound as you did! Everyone left with a new concept of communication with humor; information that can prove beneficial as they administer their daily care and throughout their lives. Most impressive - full of surprises."**

Carol Rogers, Director of Membership Services, New Jersey Assn. of Health Care Facilities, Trenton, NJ

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## **Celebrate! Lessons Learned from the World's Most Admired Organizations**

Imagine a workplace where productivity is at an all-time high, where employees look forward to the work day, where people are matched to their strengths and are recognized accordingly, where you can “recalculate” mistakes and turn them into opportunities. This can be YOUR workplace, your people, and your reality!

With lighthearted humor and refreshing honesty, Scott offers techniques for turning grievances into gratitude, dismay into play, and failure into lessons learned, all ripe for celebration. Scott weaves pertinent research with ready-to-use examples showcasing the power of the “Celebration Mindset” in action. He shares how turning on and applying the “GPS” - Gratitude, Play and Surprise - will guide you toward your greatest potential in your organization and your life.

Learn how to transform your workplace for the better, from the top to the bottom line. “Celebrate!” offers practical, effective tools to help you better engage and honor your employees, your clients, and your accomplishments. With new strategies for improving your organization’s brand, Celebrate! will help you create a culture of authenticity and innovation, where productivity, performance and profit potential soar.

## **The Best Way to Predict the Future is to Create It**

In these globally competitive times, resourcefulness and innovation are essential to survival. This fast-paced, humorous call to action will show you how to become a victor—rather than a victim—of change. Boost your self-awareness as you learn to be driven not by circumstances and emotion, but by your values and purpose. Scott’s easy-to-use techniques will help you foster results-oriented creativity and team spirit. An ideal kick-off or closing, “The Best Way to Predict the Future is to Create It” always leaves participants feeling energized and inspired to create a better future for themselves and their organizations.

## **Connecting with Customers**

Customer expectations have dramatically changed over the years. Today, satisfying the needs of your customers by providing fast, efficient service is no longer enough.

The most successful companies move beyond customer satisfaction and engage customers in a memorable experience that is consistent with their brand promise. Every employee must live service and take pride in a culture that honors and rewards both employees and customers.

This entertaining and insightful program is full of tools and techniques that will help you to engage your customers and build perceived value. Learn to build long-term loyalty as Scott reveals the secrets to connecting with customers and employees.

## **Sell-e-brate! - Winning The Hearts and Business of Tomorrow's Customers!**

This insightful and entertaining program explores how to use humor, celebration and value-added creativity to keep your team at the top of their game. These important tools along with the “Sell-e-brate Mindset” will generate new clients and keep your existing customer base consistently engaged. By creating a culture of celebration and honoring your employees and customers you will create happy, eager prospects, ready to buy. Encourage creativity and innovation with refreshing new ideas for inspiring yourself and your team. Learn ways to differentiate yourself and build perceived value that highlights what you do best. Let your “GPS” - Gratitude, Play and Surprise guide you to better connections with customers, leading to the discovery of hidden objections. As you learn techniques used by the world’s most admired organizations you will discover that he or she who celebrates – sells!

## **Using Humor for a Change**

Become unforgettable. Jump-start your creativity. Ease conflict. Gain control of tense situations. Win impossible business. Create a positive culture.

SCOTT'S PROGRAMS

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## SCOTT'S PROGRAMS

Engage employees. Engage customers. Reduce burnout. Raise productivity. Build better relationships. And enjoy work more than ever before!

How do you make this happen? Through the effective use of humor in the workplace.

This lively, interactive program explores ways to use humor, creativity, and engagement strategies to bring positivity and productivity to your organization. You will learn to tap into your unique sense of humor--a skill essential to creating the rapport that will pave the way to better relationships and better results. By putting the tools from this insightful program into play, you will soon discover that those who laugh, last!

### Employee Innovation for Turbulent Times

What does it take to stay relevant and competitive in today's fast-paced, ever-changing marketplace? A culture of innovation! In fact, the #1 killer of employee innovation is a culture which doesn't honor it. When self-expression is welcomed, when employees feel free to be authentic, when employees feel a part of the mission and vision, innovation flourishes. An action-oriented environment leads employees to thrive, brainstorm and invent. This program will show you how to encourage independent thinking and problem solving, how to evolve through calculated risk, and utilize mistakes as lessons learned. Learn to build a culture which celebrates and engages employees, boosts teamwork and rewards creativity. Your reward will be more productive, creative and fulfilled employees.

### Happily Ever Laughter, How to Engage any Audience

To truly connect with an audience, you need to both educate and entertain. Of course, you don't have to use humor. . . unless you want to break preoccupation, develop rapport, increase retention, and fully engage your listeners!

"Happily Ever Laughter" offers practical, imaginative ideas for using humor to increase the value of your presentations. Participants will learn how to play off any audience--be it a meeting of five or an auditorium of 5000. From developing original (and appropriate) material to uncovering an organization's "humor hot buttons," this program will cover the basics and beyond for becoming a more charismatic, effective presenter. As participants begin to take risks and tap into their own unique style they will reap the rewards of an entertained and captive audience.

### How to Hold an Audience without a Rope

Throughout history, most every great leader has been a great communicator. And to be a great communicator takes humor, storytelling and proven techniques to ensure your message is conveyed with clarity and power. You'll learn how to overcome stage fright, establish perceived credibility, and create authentic connections with your listeners. Your value as a leader and presenter will dramatically improve when you know how to engage others from the conference room to the podium. You'll leave this program thinking, feeling, and celebrating your way towards speaking success. inspired to create a better future for themselves and their organizations.

At Scott Friedman & Associates, our personal commitment is to provide an easy, fun and hassle free experience. Our goal is to turn each booking and event into a celebration.

We look forward to celebrating with you!

Please contact us for further information, fees and availability:

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