

# TRANSFORM *through* CHANGE

LEADING CHANGE TO IMPROVE  
PERFORMANCE, INNOVATION, AND GROWTH



*"What an amazing experience hearing Dr. Jones speak at the Illinois Credit Union League Annual Convention. He opened my eyes and energized the entire group! I am grateful to gain so much valuable knowledge that I will take back to my credit union! **My Sales and Listening skills have been sharpened along with the passion for what I do and sharing it with others! Kudos to Dr. Jones on making an impact on me directly!** Out of all the speakers I heard - his message resonated with me the most! Thank you, Dr. Jones!"*

- NICOLAS MAGER, CCUFC, CUBDP, CHSP, Business Development Manager at Great Lakes Credit Union

DRSAMUELJONES.COM | TRANSFORMNOWINC.COM

# TRANSFORM NOW

with DR. SAMUEL JONES, CSP

# ABOUT DR. SAMUEL JONES

Dr. Samuel Jones, CSP, is a highly sought-after professional speaker, coach, and award-winning entrepreneur. With 20+ years of experience, he shares practical principles and strategies based on research to help leaders to be **MORE Transformational** and **LESS Transactional**. His keynotes and coaching programs have sustained clients in being empowered to enhance their organizational culture, to improve their collaboration with their colleagues and the people they serve, and they implement **MORE** strategies that elevate their personal performance in their work and life.

Dr. Jones wears a lot of hats and titles, but they all consist of helping people and organizations to Transform NOW in the midst of dysfunction, disruptions, and disappointment. He is also assistant to the president for leadership training at Jones College in Ellisville, MS; he's a Coach for the Engaged Leadership Organization and the Blue Hen Agency; and he's the Superintendent for Sunday school and the associate pastor at Peace & Goodwill Missionary Baptist Church in Richton, MS. And more importantly, he is married to the former Sarah Clark of Richton, MS.

He holds a bachelor's degree in advertising and a master's degree in public relations from the University of Southern Mississippi and a Ph.D. in educational leadership from Mississippi State University. He's been recognized as one of the TOP Entrepreneurs by the Mississippi Business Journal. He also has the Certified Speaking Professional® (CSP) designation from the National Speakers Association, which is the speaking profession's highest earned international measure of professional platform competence. Some of his certifications that support him in coaching clients to be successful include Jack Canfield's Success Principles and TTI Success Insights™ with DISC®. He resides in Ellisville, MS, and he travels from New Orleans to all around the world.



*"We engaged Dr. Jones to speak at our Forum after I had the pleasure of hearing him speak twice at another event. **Each of the now 3 times I have heard him speak, I have left the room inspired, motivated, and with lessons learned that are not only helpful in leading an organization, but also in life.** Our members and staff loved his charisma both on stage and off. Most importantly, they loved the message he brought and the authenticity behind it."*

**- JEFF MERRY, President & CEO of Volunteer Credit Union**

## A FEW ORGANIZATIONS THAT DR. JONES HAS HAD THE PLEASURE TO SERVE!



601-580-2805 | info@drsamueljones.com

DRSAMUELJONES.COM | TRANSFORMNOWINC.COM

**TRANSFORM NOW**  
with DR. SAMUEL JONES, CSP

# WHY HIRE DR. SAMUEL JONES

## DR. JONES ADDS VALUE

Dr. Jones understands you are making an investment and it is his desire that it pays off right away by making it easier for audience members to generate greater personal accountability for better results, better services, and unleash lasting business growth - now more than ever.

Dr. Jones is not just a speaker; he is a thought leader who shares ideas and strategies that can be implemented easily and immediately. He is the author of three books on personal leadership, including *The Man I Never Knew*, *Live Life on Purpose*, and *Winning Before & Beyond the Finish Line*. His forthcoming book is titled *Turning Points: How Common Moments Can Have Uncommon Significance*. He is currently working in the real world of small business as a leadership speaker and mentor, as well as in the education arena as the Corporate Trainer at Jones College in Ellisville, MS.

## EXTREME CUSTOMIZATION

Dr. Jones' passion and engaging presentations are designed to inspire development in others. *He customizes his programs to encourage real world application, which makes an immediate impact on your team.*

Even though Dr. Jones has given more than 500 presentations, he has never given the same program twice. He always customizes his programs based on client needs, whether that client is a credit union, corporation, association, chamber of commerce or educational institution. He does not have a routine program because *your event is not routine.*

## SUBSTANCE AND STYLE

### - NOT JUST MOTIVATION

Dr. Jones' unique presentation style involves sharing wisdom through storytelling and experiential learning activities, leaving audience members with memorable, actionable takeaways they can implement immediately. He also possesses the distinctive trait of being both a motivational speaker and an implementation leader. He recognizes that motivation alone is not enough to combat and overcome the challenges of helping people lead to generate better service, attract better customers, and achieve bigger sales for lasting business growth.



**Clients book Dr. Jones for keynotes, multiple breakout sessions, and/or half day training sessions. His goal is for you to maximize your budget while supporting his efforts to underscore a consistent message for your participants to implement.**

📞 601-580-2805    ✉ info@drsamueljones.com

DRSAMUELJONES.COM | TRANSFORMNOWINC.COM

**TRANSFORM NOW**  
with DR. SAMUEL JONES, CSP

# MOST REQUESTED KEYNOTES

Helping Leaders to be **MORE Transformational** and **LESS Transactional**.

## reDEFINE: Thriving in Times of Turbulence, Trouble & Turmoil

Burnout and stress are at an all-time high across all professions because we live and work in rapidly changing times, and we struggle with how to respond. One side effect is that some have lost their power to be motivated and productive, which creates the desire for quiet quitting and quiet firing. A lack of trust and increased self-doubt limits their ability to thrive, and the first visible effect is their disengaged performance.

In this program, Dr. Jones will help participants **reDEFINE** in order to reconnect to a purpose, their team, and the mission of their organization through a principle of transformational leadership for MORE creativity, MORE resistance to stress, and MORE flexibility.

### Key Learning Takeaways

#### Participants will learn:

- Three factors affecting the relationship between transformational leadership and exceptional performance
- The difference between behaviors that cause stress and behaviors that conquer stress
- Seven ways leaders can redefine themselves and thrive amid anxiety in uncertain times

## Resilience is NOT an Option:

Five Strategies to Discover, Develop, and Drive Resilience through Uncertainty and Change

Resilience, the ability to bounce back from setbacks, is often described as the difference between successful and unsuccessful people. It has been shown to positively influence work satisfaction and engagement as well as overall well-being, and can lower depression levels. Moreover, there is evidence that resilience can help protect us from physical illness. But what are you supposed to do when EVERYTHING is disrupted, dysfunctional, and damaged?

This session will provide you with a whole new skill set for dealing with these changing and challenging times.

### Key Learning Takeaways

#### Participants will learn:

- How to find a path forward that is both successful and realistic in challenging times
- The importance of communication when dealing with obstacles and opportunities
- How to build accountability and improve efficiency
- How to build a high-performance culture beyond the status quo

# MOST REQUESTED KEYNOTES

## Simplify the SHIFT™: How to Transition from Recovery to Resilience in Work & Life

Organizational leaders face environments that are more complicated, less predictable, and more volatile than ever before. These environments also expose the weaknesses of organizational culture, the inability of team members to collaborate with each other, and their fading individual performance.

**The truth is that successful leaders *SHIFT***, not just for survival but for success and significance. In this program, Dr. Jones will help attendees implement new practices for focused and increased productivity in the areas where they are stuck.

### Key Learning Takeaways

#### Participants will learn:

- Strategies to shift your thoughts and emotions about success and failure
- Three key principles to Simplify the SHIFT™ when working in chaos, confusion, and uncertainty
- Characteristics of transformational leaders and a personal plan of action to SHIFT NOW™ that will ensure effective execution

*“Dr. Jones was one of our favorite speakers at the annual National Credit Union Call Center Conference. **The attendees were fully engaged, laughed at his jokes and didn’t stop talking about his presentation. He truly has a gift to motivate and capture the audience full attention. I highly recommend Dr. Jones to any group wanting to be encouraged and inspired to be a better person.** As a meeting planner he is a joy to work with. He is a true professional, studies his audience, prepares his presentation to their position and an incredibly nice person. I will hire him again.”*

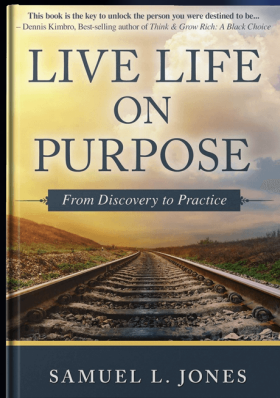
- PAULA LYDEN, New Mexico Credit Union Association

*“Dr. Jones’ energetic and engaging persona brings the audience into the presentation to the point to where he is engaging in conversation WITH the audience and not talking AT the audience. Relevant personal examples and popular culture references are also utilized to help connect the audience with his message. **I highly recommend Dr. Sam Jones to be your next conference, meeting or leadership seminar speaker.”***

- JENNY TATE, Associate Director of University Communications, Gulf Park Campus  
The University of Southern Mississippi

BOOKS BY

# DR. SAMUEL JONES



## LIVE LIFE ON PURPOSE:

### From Discovery to Practice

Do you want better results in school?

Do you want your work to matter in the lives of others?

Do you want to leave a legacy that will make a difference?

True learning takes place when education meets experience. This book gives us an education that is also an experience. Dr. Jones inspires you to go within to change the current results and course of our lives, so that we might *Live Life On Purpose*.

## THE MAN I NEVER KNEW

### How Leadership Can Be Developed by Faith, Family, and Friends

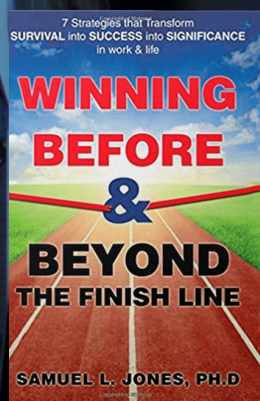
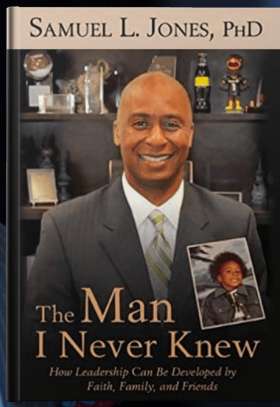
If you could meet yourself and come face-to-face with the person you truly are, would you want to?

This is the question Samuel L. Jones asks himself in *The Man I Never Knew: How Leadership Can Be Developed by Faith, Family, and Friends*. A native of the Mississippi Delta and former college athlete, Dr. Jones earned a bachelor's and master's degree from the University of Southern Mississippi and a PhD from Mississippi State University. He eventually became the dean of student affairs at Jones College. However, he realizes all too well that his life could have taken a different path, one of failure and hopelessness.

In exploring the influences and opportunities that prepared him for a position of leadership, Dr. Jones inspires us to examine our own experiences and discover the leadership skills hidden within each of us.

## WINNING BEFORE & BEYOND THE FINISH LINE

Get your copy of the third book by Dr. Samuel L. Jones. Take away 7 strategies that transform SURVIVAL into SUCCESS into SIGNIFICANCE in work and life.



Order your copies today by visiting [www.TransformNowInc.com](http://www.TransformNowInc.com)

☎ 601-580-2805    ✉ [info@drsamueljones.com](mailto:info@drsamueljones.com)

[DRSAMUELJONES.COM](http://DRSAMUELJONES.COM) | [TRANSFORMNOWINC.COM](http://TRANSFORMNOWINC.COM)



**TRANSFORM NOW**  
with DR. SAMUEL JONES, CSP



## **C O N T A C T**

# **DR. SAMUEL JONES**

I would love to speak with you to learn more about your organizational needs. I understand that my role is to ensure you have a successful event by providing motivational and inspirational content for immediate implementation. I look forward to hearing from you soon.

 [601-580-2805](tel:601-580-2805)  [info@drsamueljones.com](mailto:info@drsamueljones.com)

[DRSAMUELJONES.COM](http://DRSAMUELJONES.COM) | [TRANSFORMNOWINC.COM](http://TRANSFORMNOWINC.COM)

