



SPEECHES & SEMINARS:

- **Absolute Honesty:** Creating a Culture of Straight Talk and Integrity
- **TGIM** (Thank Goodness It's Monday): Motivating Yourself and Others to Excel
- **Winning the Word-of-Mouth Game:** Capturing and Keeping Customers for Life
- **Destroy the Status Quo:** Leading Change in a Changing World

LARRY WILL MAKE YOU A HERO!

Federal Express, Harley-Davidson, the American Health Care Association, Nordstrom Department Stores, American Express, The HON Company, CUNA (Credit Union National Association), Lloyd's of London, McDonald's, and JPMorgan Chase Bank can't all be wrong. They are just a few of the 200+ companies and organizations who have been delighted that they hired Larry Johnson to speak at their meetings.

Larry's nine years in the trenches as a manager in health care and in government, plus 17 years as president of his own consulting firm, have given him the breadth and depth of experience to deliver practical, no-fluff solutions to on-the-job problems. Meanwhile, Larry's down-to-earth, outrageously funny speaking style keeps his audiences engaged, entertained, and will make them thankful that you hired him.

A full-time professional speaker since 1986, Larry has presented more than 3,000 paid speeches and seminars in every state in the Union, as well as in China, Great Britain, Central America, and Australia. He holds the designation of Certified Speaking Professional (CSP) from the National Speakers Association (NSA). This honor has been earned by less than 10% of the 4,000 members of NSA.

The bottom line is that Larry will ensure that your meeting is a success and make you a hero for bringing him in.

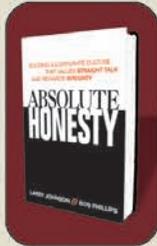
ENTHUSIASTIC CLIENTS

"The standing ovation you received said it all. What a great keynote speech! You absolutely blew our Account Managers out of the water. Your speech was a huge contribution to the success of this year's annual sales meeting..."

—Roderick F. Ganiard, Jr., *V.P. of Sales, The HON Company*

"Harley-Davidson dealers are a tough crowd to please. You speak their language, you address their issues, you do it with down-to-earth humor and energy — and they love you for it. Thanks for a great job."

—Willie Keith, *World-Wide Manager of Dealer Training, Harley-Davidson Motor Company*



PUBLISHED AUTHOR / LEADERSHIP EXPERT

Larry is the co-author of *ABSOLUTE HONESTY: Building A Corporate Culture That Values Straight Talk and Rewards Integrity* (AMACOM Books). Here's what one well-known leadership thinker says about this book:

"*ABSOLUTE HONESTY* describes the virtues that companies must practice to survive and flourish. This is also the age of transparency, when customers, regulators and shareholders will demand full visibility into our companies. This book prescribes how managers must prepare for the time when anything other than truth and integrity will be exposed."

—James Champy, author of *Reengineering the Corporation*

LARRY JOHNSON

AN ENGAGING SPEAKER WITH A BIG MESSAGE

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