

# ToDo

## JOHN SWEENEY & the Brave New Outpost

**the PROBLEM** From carefully listening to our clients, it has become abundantly clear that **hesitation and inaction** are more and more pervasive and paralyzing! Negative inertia is hindering innovation, reducing engagement, slowing productivity, and delaying organizational growth. There is a high cost to individuals, too – employees report feeling less collaborative, less decisive, and more **stuck, stalled and stressed**.

**the ANSWER** Our entirely new **ToDo** program will inspire and activate your people to move from just “getting it”... to actually “getting it done.” Attendees will come away with a new mindset and practical tools to **move forward** with energy and confidence. We introduce simple, behavioral practices to **increase action and build momentum** for innovation, engagement, productivity, and profitability!

### the SPEAKER REEL



### the BEHAVIORS

- T**imeline of urgency
- O**bligation to others
- D**on't be perfect
- O**ne step at a time

### the DELIVERY

Keynotes 60 or 90 minutes

Workshops deeper engagement and live exercises

Customized (every time!) by audience, industry, and need





**JOHN SWEENEY** has been changing human behavior within the biggest businesses in the world over 25 years. He is grateful to call more than 130 of the Fortune 500 his clients. It's no wonder his repeat hire rate is 85% and he consistently earns **standing ovations** and **10/10 survey results**.

John has shared the stage with George Bush, Sr., Deepak Chopra, Betty White, Steve Ballmer, and Mark Zuckerberg. A quote from his book appeared on millions of Starbucks cups. A planned stunt for the NBA resulted in over 1 billion+ viral video views, coverage on The Today Show to ESPN SportsCenter, and substantial funding for Smile Network International.

John's unique story ranges from dairy farming to commercial real estate sales to owner of the Nation's oldest comedy theatre. With 25+ years of professional speaking, consulting, and entertaining experience, John is truly unique in his ability to inspire and activate audiences.



SELECT **REPEAT** CLIENTS:

*"John Sweeney managed to bring my 300+ hardened, crusty, and serious legal industry colleagues to their feet, roaring with laughter, engaging, and learning with each other on a new level at our national sales meeting!"*

*Senior Vice President, Thomson Reuters*

*"More than any other vendor, John worked hard to understand our audience and our business, to ensure he spoke our language and connected to our specific audience."*

*Senior Learning and Development Manager, Boston Scientific*

- 3200** keynotes given
- 130** of the Fortune 500
- 82%** rehire/repeat engagement rate
- 1 million+** people inspired
- 1 billion+** viral video views

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