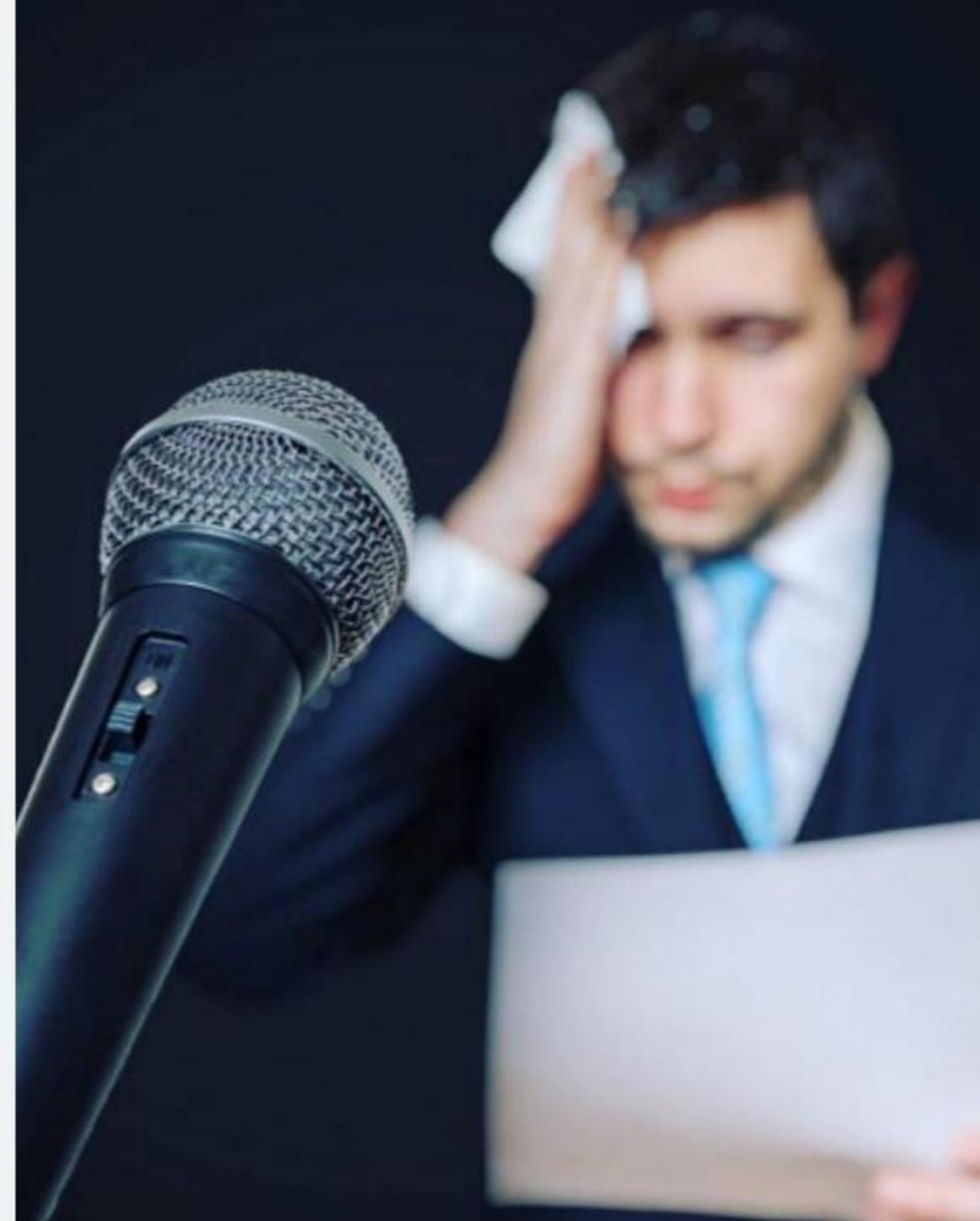


THE
7
TYPES OF
SPEAKERS

Picking the Right Speaker
for your Organization

ADAM WHITE SPEAKS



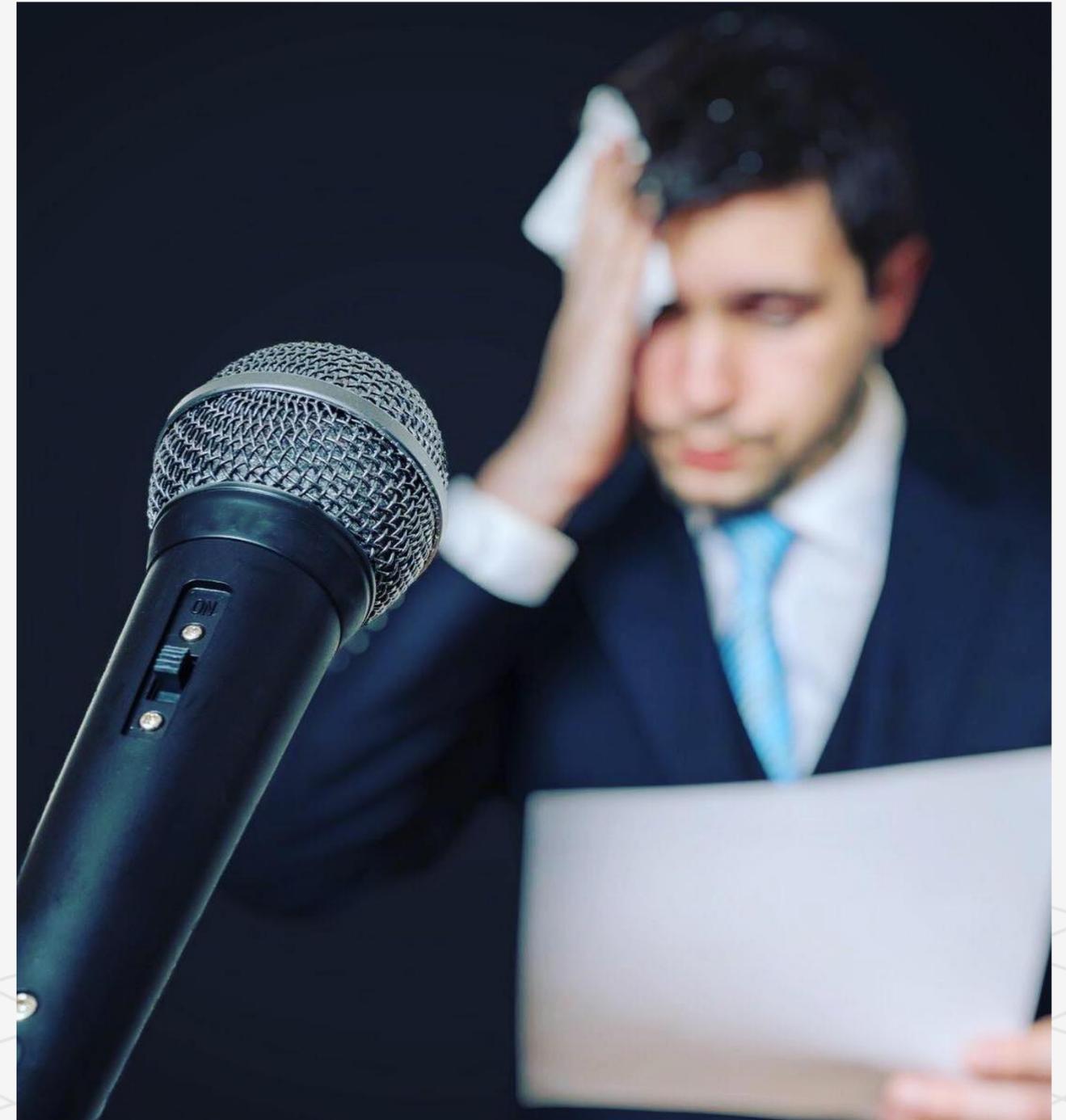
1. The “**INFORMATIONAL**” Speaker

CHARACTERISTICS:

- Little to no speaking skill
- Stands behind the podium with “sweaty hands”
- Mistakes sharing information with actually speaking
- Mono-tone speaking
- Bores your audience to death

RESULTS OF HIRING THIS TYPE OF SPEAKER:

- Audience is uninspired, unchallenged, and unchanged
- Participants make a mad dash for the coffee table to get caffeine
- Wasted budget because same information could be found on google
- Little to no value to your audience
- No audience engagement, no excitement



2. The “**SELF-ABSORBED**” Speaker

CHARACTERISTICS:

- Dazzles you with amazing stories (climbed Mt. Everest)
- Talks about themselves
- Tells jokes that are not funny
- Slides filled with pictures of themselves
- Keynote is about them, not your audience

PROBLEMS:

- Stories don't last
- No real world experience
- No valuable content, tools, or take-aways
- Audience is not challenged to think differently or empowered to change
- Feel good experience with no return on investment



3. The “REHEARSED” Speaker

CHARACTERISTICS:

- Gives a professional, polished image
- Speeches are rehearsed over and over
- No authenticity
- No connection with the audience
- Speaker told me he faked crying while telling a story

PROBLEMS:

- Audience loses trust for the speaker
- No new insights, just the same stories, speeches and lines rehearsed
- Mistakes being a member of a speaker association with being a real speaker
- Your audience leaves disappointed and disconnected
- Don't mistake a rehearsed speaker with a real transformational speaker



4. The “LIMITED INDUSTRY” Speaker

CHARACTERISTICS:

- Content resonates with audience but adds no value beyond industry content
- No experience speaking or knowledge of how to move and impact an audience
- You get what you don't pay for (knowledge but no results for your audience)
- Dry, boring presenter that just shares industry information



PROBLEMS:

- Your audience wants more than just industry knowledge
- Audience has stated we need more inspiring content like this
- Industry speaker has no insights outside of the specific industry
- Produces a very limited learning experience for your audience

5. The “AMATEUR” Speaker

Characteristics:

- Has no experience so willing to do it for free
- Uses your audience to practice on
- Has no results to show (social proof)
- No intellectual property or demonstration of authority on subject matter

PROBLEMS:

- Audience will be disappointed
- Audience will sense the inexperience and won't listen to the speaker
- Don't let your audience be a practice session for an amateur speaker
- Your audience deserves better...



6. The “PACKAGED” Speaker

CHARACTERISTICS:

- The packaging (website, pictures, videos) look outstanding
- They use all the right words and package the topic just right
- Has the packaging but is actually a boring or poor speaker
- Relies on affiliations, connections, and packaging to sell you on their program

RESULTS OF HIRING THIS SPEAKER:

- The presentation won't match the packaging.
- A waste of your conference dollars because audience will get no real take-aways
- Audience will be disconnected because the message is weak
- Don't mistake the great package for a great speaker



7. The “TRANSFORMATIONAL” Speaker

CHARACTERISTICS:

- This speaker delivers an EXPERIENCE for your audience
- The audience gets a breakthrough, transformation, insight.
- Audience is moved to take action
- This speaker challenges your audience to think different, become better, and improve their lives professionally and personally

RESULTS

- Your audience will thank you.
- They will feel inspired, motivated, and empowered to take action
- They will perform higher, create better results
- High return on your investment
- The audience will want you to invite them back





★★★★★

"Engaging!!"

★★★★★

"Touching!!"

★★★★★

"Incredible!"

★★★★★

"Empowering!"

★★★★★

"Motivational!"

★★★★★

"The Best Speaker
We have ever
Heard!"

TRANSFORM YOUR LIFE, BUSINESS & CAREER

ADAM WHITE

Leadership Speaker and Human Potential Expert

734-756-9114 | adamwhitespeaks.com | adam@adamwhitespeaks.com



WHY ADAM?

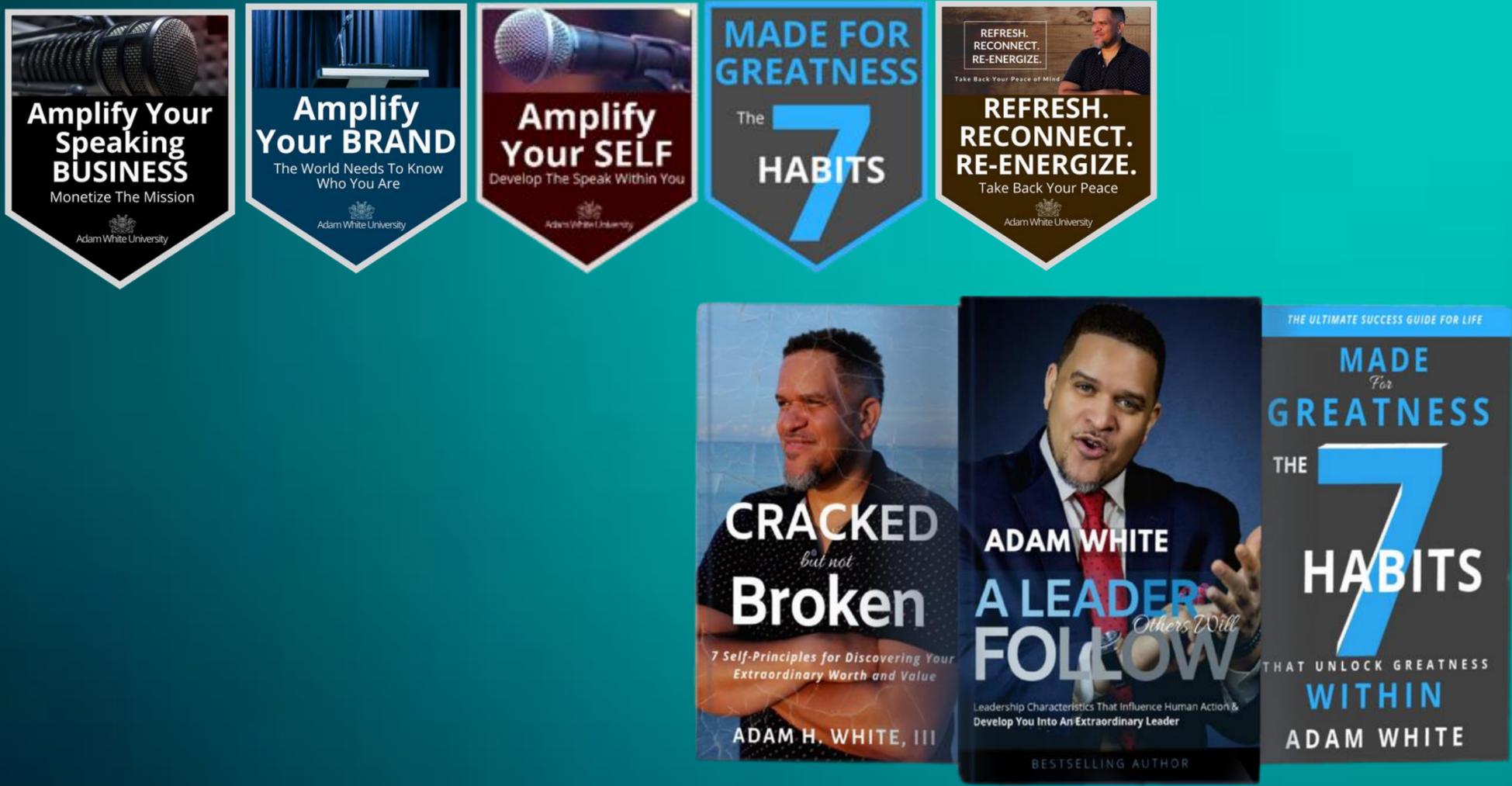
As a top leadership speaker nationwide, Adam has spent more than 10 years studying human behaviors, leadership behaviors, organizational cultural behaviors and what causes people to effectively live out their purpose in life, leadership and their work. Adam has a magnificent obsession with identifying, analyzing and solving problems for leaders and organizations.

Society of Government Meeting Professionals called Adam, "simply the best speaker we have ever heard.", WR-IPMA-HR President said, "HIRE HIM" after his keynote to hundreds of HR Professionals, City of Los Angeles, said, "very well pleased" to his closing Keynote to more than 600 City of LA Housing Employees. Adam has shared the stage with Mayor Garcetti of Los Angeles, Former Mayor Goodman of Las Vegas, and many other Top leaders and influencers. Adam combines the perfect blend of inspiration and powerful, practical content that empowers and inspires your audience. Adam is simply an experience that your audience will never forget.

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BEST SELLING AUTHOR & COURSE CREATOR...

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THE TOP ORGANIZATIONS KNOW WHO TO TRUST...

Adam's partial list of clients:



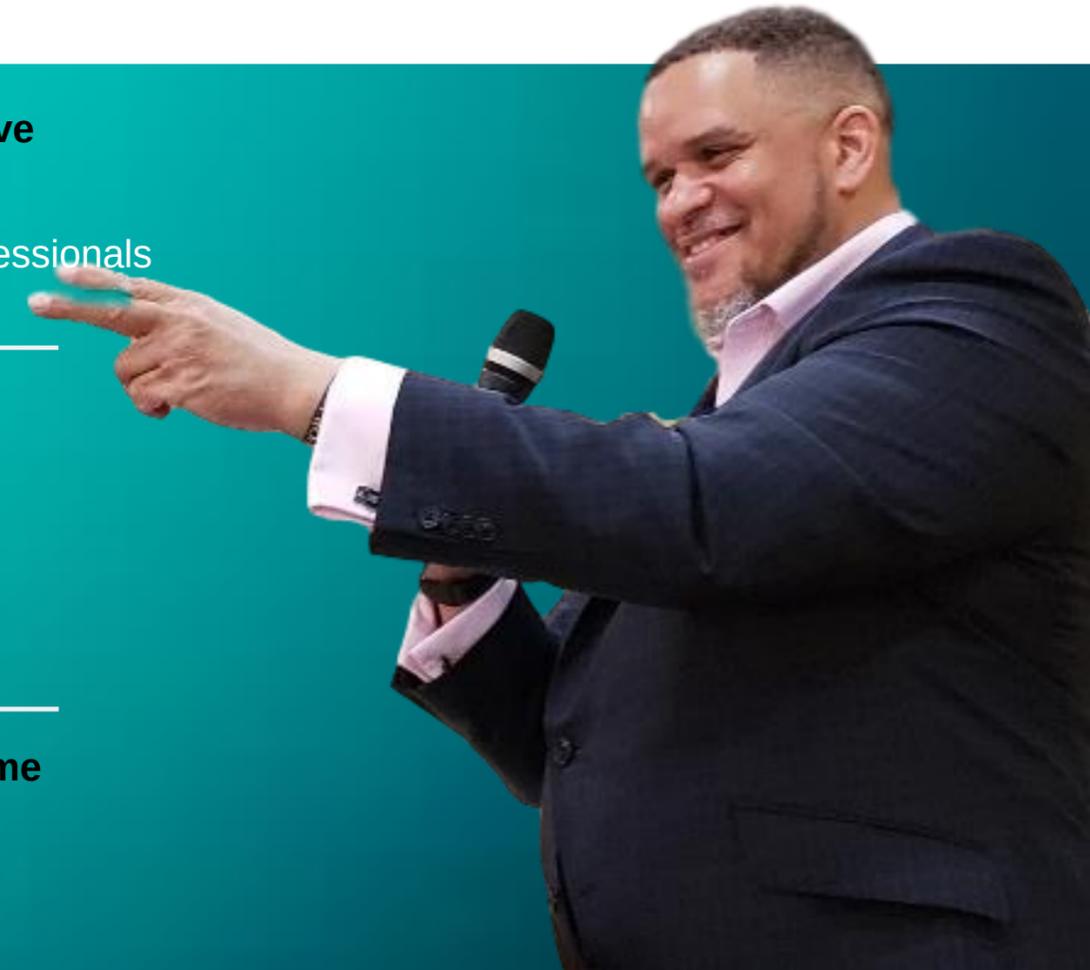
"Adam the executive leaders were so impressed with you. I know you will be back!"
Charlette R. Starkey, City of Los Angeles

"You Were Simply The Best Speaker We Have Ever Heard!"
Debbie, Society of Government Meeting Professionals

"Thought-provoking and inspiring. Your message on Leadership needs to be shared with our Government!"
Patricia, Attorney | Fox Rothschild

"Your message was great for the team and it touched me personally!"
Alex, LB Detroit Lions

"We knew by recommendations we were getting a real gem, but had no idea just how awesome Adam would be. You left us with a real bang and touched me in personal ways!"
Michelle Iocca Operations Manager | Illinois Head Start Association



7 ways to work with ADAM WHITE

1. KEYNOTE SPEAKER
2. Breakout Sessions
3. Organizational Development
4. Leadership|Management Training

5. Staff Development
6. Coaching
7. Event Emcee

ADAM DELIVERS THE 4 DYNAMICS OF A GREAT PRESENTATION:

✓ IMPACT ✓ HIGH ENGAGEMENT ✓ POWERFUL CONTENT ✓ TRANSFORMATION

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MOST REQUESTED keynotes

HOW TO BECOME A LEADER OF INFLUENCE - The Power of Influence

Based on the bestselling book, "A Leader Others Will Follow: The Power of Influence."

The number one skill required of every leader is Influence. Influence is the very essence of great leadership and without it, leaders can't be effective. With 1 out of every 3 employees disengaged at work, the American Leadership Philosophy doesn't work anymore.

MADE FOR GREATNESS - The 7 Habits That Unlock Greatness Within

The difference in success or failure in life, work and business are hidden within habits. Habits are the essence of what separates people who achieve greatness and those that don't. In this powerful program based on the book, "Made For Greatness: The 7 Habits that Unlock Greatness Within", leadership keynote speaker, Adam White delivers the 7 Powerful Habits every Individual can develop to master these leadership challenges.

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MOST REQUESTED keynotes

FROM PAYCHECK TO PURPOSE

Engaging employees in the work they do every day is the single most important way to increase productivity without compromising profit. Today's millennial and modern workforce don't just want a paycheck. Employees want their contributions and ideas to matter. Contrary to popular belief, monetary compensation is second to finding a sense of purpose and significance in their work. What motivates and engages employees today, are "intrinsic values" like significance, purpose, and contribution, not "extrinsic values" like money. If you want to create a culture that is based on purpose and not paychecks, then you can't afford to miss this powerful program as keynote, training session, or conference event.

HOW TO MANAGE DISRUPTIVE CHANGE

In this quickly changing landscape of business, industries are being disrupted by technology, AI, and massive change on many levels. Companies like Uber, Amazon, Google are transforming the way we do business and manage our organizations. We have to develop the ability to manage the changes that are affecting us or we will simply be left behind. In this powerful program, Adam teaches the most important area to manage first, our mindset, beliefs, and how we will approach change itself.

Seminars & Workshops

Adam Develops Stronger Leaders, Effective Managers, and High Performing Employees

Seminars & Workshops are customized to solve the biggest problems and challenges facing your organization offered in 90 min, half day & full day seminars & workshops.

Do You Want To?

- **Develop Stronger Leaders & Managers**
- **Build An Improved Culture & Engage employee**
- **Motivate Managers & Staff with "Intrinsic Motivators" and not just "Satisfiers"**
- **Equip staff with Personal Leadership skills**
- **Create more influence, cooperation and buy-in**
- **Conduct a Strategic Session or Create a Compelling Vision for your Organization**

Contact Adam's office today for a discovery call to discuss your training, seminar, or workshop



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**"Adam You Were Simply The Best Speaker We Have
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Debbie, Society of Government Meeting Professionals



Contact Adam to discuss how he can work with you to help make your next event a smashing success!

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**ADAM WHITE
SPEAKS**