

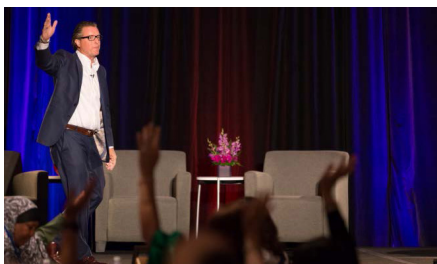
Dr. Martin's Keynotes can be summed up in **THREE WORDS:**

**MESMERIZING
MEMORABLE
MOMENTUM**

DAREN employs captivating stories, relatable examples, and powerful hooks to keep attendees coming back to what they learned, while accelerating meaningful change.



HE RESEARCHES his audience, tailors his talks to their needs and creates magic to change lives. His transformational speaking has inspired audiences to action all over the world.



**WSJ & USA TODAY
BESTSELLING
AUTHOR**

of multiple prominent books ensures people will be talking about fresh content long after the event.

EVANTA EXECUTIVE SUMMIT FEEDBACK

Daren Martin is one of our absolute go - to speakers. He is a delight to work with and this is the kind of feedback we get...

KATHRYN MARTINI
Content Manager | Evanta a Gartner Company

- One of the best keynotes I've heard in years.
- Great takeaways for business and life!
- Daren crushed this talk. It was the highlight of the event!
- If I could give his presentation 10 stars, I would.

DAREN has built an international and highly popular professional speaking practice with a prestigious client list that includes organizations, **such as:**



ENGAGE DR. MARTIN for your next conference or meeting and translate an extraordinary experience into:

REVENUE
GENERATION

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BOOKING DR. MARTIN IS AS EASY AS 1,2,3

1. Schedule an Exploratory Call
2. Verify Alignment
3. Book the Date!

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IF YOU WANT A SPEAKER WHO WILL...

- Provide a great talk that is emotional, novel, and memorable.
- Be entertaining, interesting, dynamic and produce real lasting changes.
- Do advance preparation to understand your audience.
- Spend meaningful time with attendees.

**DAREN
MARTIN**
IS YOUR SPEAKER!

**DON'T TAKE OUR WORD FOR IT,
THIS IS FEEDBACK FROM HIS CLIENTS.**

“

Best Speaker we've had.
**John Casey | Harvard
Business School Club**

Daren clearly stands out as one
of the best we have ever had.

**Mike Lyons | Smart
Meetings.**

“

His message is fresh,
practical and can be applied
by all sizes of business
owners in all industries and
professions.

**John Meetz | The
Alternative Board**

“

Daren Martin was one of the best keynotes we
had to date. He truly immersed himself into the
fabric of our convention, attending events before
and after his presentations. We were all impressed
with Daren's effort to understand our culture and
objectives. I wholeheartedly recommend Daren.

Steve White, President & CEO | PuroSystem LLC

“

Daren's humor, passion and insight electrified our family of franchisees. He was the highest ranked
speaker of the meeting and they are asking for him to return!

Arlene Johnston, Co-Founder & VP | Burger 21 International



LET'S TALK ABOUT YOUR EVENT

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DAREN MARTIN, PhD

The Culture Architect | Global Author & Speaker



KEYNOTE AND WORKSHOP TOPICS

When I provide a Keynote, Training, After Dinner Talk, or Workshop, I craft my presentation **to accomplish these three things.**

1

Recognizable change in the participants demonstrated through new behaviors and thinking.

2

Higher performance from the participants which has a direct benefit to them and their company.

3

Memorable content which is used as a reference point moving forward.

MY PREPARATION INCLUDES ...

Communicating with The Key Stakeholder to determine **the ideal focus and outcomes.**

Researching the Company and Industry **to gain unique insights.**

Site visit to a location (when possible).

A phone interview with identified attendees to hear **their perspective and issues.**

Craft a Customized Talk based on all of the above.

With a PhD in Psychology, extensive business experience, and engagements with a wide range of industries and companies ranging from small to Fortune 100 I can speak on a number of topics related to Company Culture, Leadership, Sales, Teamwork, Communication, Customer Service, and more.

Here are a few of the more popular topics but feel free to ask about a custom-made topic for your group, theme, and needs.

A COMPANY OF OWNERS

What if you had 100% high engagement at your company instead of the typical 29% Establishing A Company of Owners results in a company where everyone treats the company as if it were their own. Zombie employees become extinct while rock-star employees thrive throughout. A Company of Owners drives an increase in performance and profitability.

TARGETED OUTCOMES:

- Tools to Build a Company Culture that Attracts and Retains Top Talent
- An Increase in Employee Engagement
- An Actionable Vision
- Increased Performance Throughout the Company
- A True Owner Culture
- Higher Profitability

ACTING LIKE AN OWNER

What if you could increase the performance of every person at your company. I identify core behaviors of people who have an owner mentality and describes how they consistently stand out and separate themselves from the pack. This topic is perfect to inspire people to make themselves indispensable to any organization or company by Acting Like an Owner.

TARGETED OUTCOMES:

- Increase in Owner Behaviors
- Improved Morale and Attitude
- Greater Initiative
- Increase in Accountability and being Responsible

FROM SALES PERSON TO TRUSTED ADVISOR

How do you go from a transactional sales person to a “The sky’s the limit” trusted advisor? Sales people are only as good as their last transaction whereas trusted advisors are partners with their customers in an ongoing relationship. Learn how to move from transactional sales to the coveted role of Trusted Advisor. Have your business partners calling you – not the other way around.

TARGETED OUTCOMES:

- Bigger and More Lucrative Deals
- Repeat Business
- Problem Solving vs. Product Pushing
- Increase in Customer Initiation

REINVENT

Are you tired of resistance to needed change and hearing phrases like “That will never work?” The digital age has ushered in massive change and many companies and individuals have no idea how to swim in the new ocean. I establish the burning platform regarding why today more than ever is “Grow or Die”. I reference recognizable companies that failed to reinvent and what it cost them while outlining what you and your business can do to not only NOT be on that list but to drive the market. Leverage these tools and learn to strategically Reinvent for current and future success.

TARGETED OUTCOMES:

- Increased Commitment to Making Meaningful Changes
- A Commitment to Reinventing
- Increased Innovation and Collaboration
- More Actionable Ideas

INCREASING YOUR INFLUENCE: COMMUNICATE SO PEOPLE LISTEN AND ENGAGE

Become skilled at how people truly work. Learn to speak their language for optimal effectiveness and influence! I train participants to effectively use a tried and true communication model that has been used all over the world for maximizing communication and influence.

TARGETED OUTCOMES:

- Dramatically Improved Communication
- Understanding Communication Styles and How to Speak Them All
- Reduced Conflict
- An Increase in Collaboration and Productivity from Teams
- Clearer Communication

THE SCIENCE OF GAINING INSTANT RAPPORT WITH ANYBODY, ANYWHERE

People form an impression of you (and by association your company) in a matter of seconds. Potential customers make conscious and unconscious judgments about whether they like you, would do business with you, and want to connect with you. I demystify the science of rapport and examine strategies for how you can gain instant rapport with anybody, anywhere.

TARGETED OUTCOMES:

- Increased Influence
- Increased Buy-In of Objectives
- Greater Likability
- Improved Rapport Skills

WOW – CUSTOMER SERVICE

How would you like to have a business that results in raving fans and word of mouth promoters? Customers don't want to simply be "cared for. Customers want to be wowed! "WOW!" inducing Customer Service is one of the biggest differentiators in today's economy and can be the single best way to outperform your competitors.

TARGETED OUTCOMES:

- Higher Customer Satisfaction
- Increase in Customer Referrals
- Raving Fans that Promote Your Business
- Better Reviews and Recommendations