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**New for 2012

FULL DESCRIPTIONS

Building BELIEF

How to create a CULTure of passionate followers

The 8-10 key elements for creating, maintaining and sustaining belief in an organization. How to create a fervently committed community (tribe) of followers who are passionately engaged in a cause, enterprise or their own pursuits.

Our beliefs shape our destiny; ultimately they determine our results. Our beliefs shape our entire experience of the world around us and either burden or embolden our inner potential and the potential of our future. They control everything we are and everything we do (or don't do).

Learn how to change your beliefs and you can change your life. Learn how to change the beliefs of those in your organization and you can accomplish the seemingly impossible.

Lessons taught:

As an individual:

- How our brain constructs beliefs and reinforces them
- Learning to expose and change limiting beliefs that imprison, sabotage and control your life—determining your feelings of security, worthiness, lovability, self-image, capability and competence
- Releasing success- and improvement-blocking beliefs and reprogramming any belief systems that stand in your way
- Learning how to believe in yourself, your capabilities and your potential

As an organization:

- How belief is fostered, cultivated and influenced—case studies drawn from both positive and negative historical figures, cults and “movements” and what they teach us about the human psyche and our motivational nature
- How to create a CULTure or a “cult-like” following that can be used as a force for good, empowerment and productive potential.

Igniting the Compound Effect

How to jumpstart your income, your life and your success

Description:

The truth, told straight. The real deal on what it *really* takes to *earn* success—made plain, simple and actionable. *SUCCESS* Publisher Darren Hardy draws from his own extraordinary journey to success, and all he has collected from

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interviewing the most successful people of our time, and distills it into the core fundamental principles every achiever needs to know, practice and master to obtain anything more than ordinary success. Darren outlines the operating system that underlies all significant achievement and delivers a complete action plan that anyone can start executing immediately.

Key Lessons:

- Eradicating the bad habits (some you might be unaware of!) that are constantly derailing your progress
- Painlessly installing the few key disciplines required for a major breakthrough and lasting results
- The real key to motivation—getting it and keeping it; how to get yourself to do things you don't feel like doing
- Developing and capturing the elusive but awesome force of momentum—catch it and you will be unstoppable!
- How to win—every time! The No. 1 strategy to achieve any goal and triumph over any competitor, even if they are more talented, smarter and more experienced
- The acceleration secrets of superachievers: Do they have an unfair advantage? Yes, they do; now you will too...

Outcome:

Finally, an understanding there is no quick fix to success. Success is earned through hard work, discipline, key habits and the consistency of positive choices compounded over time. With the principles made clear and simple, attendees leave with a sense of clarity and belief that they can achieve extraordinary success, and knowledge about what to do to get started immediately.

Productivity Strategies of Superachievers

How Richard Branson, Steve Jobs, Donald Trump and others produce far more in less time than the rest of us

Description:

From the thousands of printed pages and hundreds of hours of personal interviews with today's most extraordinary achievers, *SUCCESS* Publisher Darren Hardy identifies the 3 distinctions that make the difference between being an overwhelmed, overworked and overscheduled overachiever and being a superachiever who produces stunning results with less effort, less stress in less time, leaving lots of time to experience your hobbies and be with your family.

Key Lessons:

- The specific productivity strategies of Warren Buffett, Steve Jobs, Kenneth Cole and Nike CEO Mark Parker
- Understanding your Vital Signs of strategic productivity
- Mastering your Vital Functions and core fundamentals to extraordinary achievement

- The priority selection strategy of Richard Branson
- The key to staying focused and eliminating your addiction to distraction
- How to get yourself (and others) to DO what we know we should do—finally
- Developing the key success habits you need to dramatically increase your success
- Finding and keeping your motivation to stay consistent in the disciplines needed to succeed—long term

Outcome:

Audience members will leave with some rarely known and insightful tips and strategies drawn from the most successful achievers in the world that they can immediately apply to their own business and life to significantly improve their results.

8 Extraordinary Insights from Today's Most Celebrated Superachievers

Extracting the best ideas from interviewing the best in the world

Description:

From the thousands of printed pages and hundreds of hours of personal interviews with today's most extraordinary achievers, *SUCCESS* Publisher Darren Hardy selects the 8 most extraordinary strategies that today's superachievers use to create their enviable success. Learn what these strategies are and how to apply them, and you can realize extraordinary results in your own business and life.

Key Lessons:

- The essential attributes necessary for extraordinary achievement
- The unique productivity strategies to multiply results in reduced time
- Expanding your pain thresholds; learning how to become more resilient in the face of difficulty, change and growth
- Pushing yourself a little bit harder to go a little bit further; breaking through "moments of truth"
- Learning a deeper sense of commitment, consistency and persistence
- Unapologetic focus and merciless strictness with your time and productive output
- Developing nearly maniacal discipline and an obsessive drive toward mastery
- Possessing unconquerable resolve to accomplish your seemingly impossible goals

Outcome:

Audience members will leave with some rarely known and insightful tips and strategies drawn from the most successful achievers in the world that they can immediately apply to their own business and life to significantly improve their results.

The X-Factor

How to create a culture of personal growth and high performance

Description:

What separates those who end up on the cover of *SUCCESS* magazine from everyone else? What do today's most celebrated achievers study, practice and do that defines their extraordinary success? Publisher Darren Hardy reveals the three core strategies they use to outsmart, outcompete and outdo everyone else. Learn and apply these strategies and you can too!

Key Lessons:

- How high-producing leaders create a culture of performance and personal growth for themselves and within their organizations
- Productivity strategies used to multiply results in compressed time
- Understanding how to build and sustain the enigmatic and unbeatable power of momentum
- Empowering people to embrace and celebrate failure on their pathway to success

Outcome:

Audience members will leave understanding that to improve their results in life they need to improve themselves through a specific and actionable plan.

21st Century Leadership

How to get the people you want and get them to do what you want

Description:

The core attributes for effective leadership have changed. How do you lead in today's fast-moving and ever-evolving times? Learn the three key aspects of modern-day leadership.

Key Lessons:

- How to get the people you want to do what you want
- Uprooting the legacy leadership practices and belief systems that will severely limit your ability to succeed in today's marketplace
- The No. 1 job of every leader and your key competitive advantage in organizational development
- Successful emotional management of your people
- Becoming a leader who motivates and inspires people to peak performance

Outcome:

Your leaders will get a 180-degree mindset adjustment on the essential qualities of leading by example and demonstration, not lecture or conjecture. They will understand the responsibility and difference-making opportunity associated with

leadership. They will leave with the tools to empower them to become influential leaders.

The 4 Landmines of Success

The keys to building a successful direct selling business

Description:

Why now is the time of greatest opportunity in history—how to take advantage of it and how to avoid the potential landmines that can unexpectedly destroy your chances of success. This presentation will identify and reinforce the commitment, accountability and continual productivity necessary for success. It will also identify the emotional resilience needed to overcome the minefield of fear, doubt, rejection and the inevitable and relentless naysayers.

Key Lessons:

- Easy entry makes for easy exit; how to create the deep commitment necessary to see them through the emotional journey to success
- Not mistaking movement for achievement, activity for productivity or rushing for results—a clear, productive focus on the half-dozen fundamentals that earn money and produce results, with a simple accountability system that works
- The key attributes to improve in order to attract higher-quality people into your business and a simple personal-development system for doing so
- Turning failure on its head and learning to LOVE failure, thus creating extraordinary success

Outcome:

Audience members will leave emboldened with a new belief in themselves, their opportunity and their ability to be successful. They will also no longer be overwhelmed and bewildered by what they need to do to succeed. They will make a resolute commitment to consistently execute the core productive fundamentals of the business for at least a year. They will have a simple personal-development plan to help them improve their results and attract more people to their business. They will no longer be afraid of failure or defeated by rejection, but rather be emboldened and reinforced by it. They will have a new relationship with failure, and with the obstacles that empower them, rather than debilitate them.

The 3 Key Essentials of Success

What to THINK, BE and DO to be successful

Description:

How to develop the mindset, character, skills and execution to be successful.

Key Lessons:

- Learning to step out front, set the pace and be the example of your organization
- Adjusting your mindset from selling to helping, from getting to giving, from talking to listening and from seeking praise to heaping praise on others
- Building the emotional resilience to endure the rejection, disappointment and setbacks encountered on the rollercoaster ride toward success
- Relationship management skills needed to lead diverse teams of people
- Advanced leadership skills needed to build large, cohesive and high-performing teams of people

Outcome:

Audience members will leave feeling empowered and emboldened by the belief that they can become leaders. They will know how to improve themselves and to be a catalyst in the improvement of others. They will understand that their feelings and emotions are normal and to develop the ability to turn them to their advantage, seeing them as sources of inspiration and opportunity rather than defeat and heartache. They will have a specific action plan to expand their influence and their business.

5 Keys to Success

From teenager to superachiever

Description:

A successful entrepreneur since he was a teenager, and a self-made multi-millionaire by his early 20s, and now publisher of *SUCCESS* magazine—with the privilege of spending time with and befriending many of today's most famous achievers—it might appear that Darren Hardy has simply led a charmed life. But in fact, he started out from a broken lower-middle-class family with no advantages. Success for Darren was earned through hard work, perseverance and an unrelenting self-improvement journey. In this talk, Darren discusses his own beginnings, struggles, failures and processes for improving himself and succeeding, despite great odds and challenges.

Key Lessons:

- Talent has nothing to do with success; hard work does.
- Be the tortoise. You can win at anything if you are consistent and outwork, out-practice and outdo everyone else around you.
- Extraordinary achievement comes from the compound effect of positive choices, and great devastation comes from seemingly insignificant poor choices accumulated over time.
- Learning to take 100 percent responsibility for your life
- Goal setting and its profound impact on your life and results
- Why failure is good and should be celebrated
- The importance of continual self-improvement

Outcome:

Audiences of teenagers will leave with a belief that they, too, can achieve great things if they apply these principles in their lives. They will realize their ability to succeed and make themselves anything they desire. It is not about their background, where they came from or even how smart or talented they are or aren't—only they and their determination and perseverance matter. They will understand they are completely in control of their future—circumstances, excuses or other people's opinions will no longer have control of their fate and future. They will now have the spark of knowing that continual self-improvement waters the seeds of greatness within each of them.

Recent responses from those who have hired or experienced Darren:

Greg Provenzano, Co-Founder ACN

"Your level of preparation and professionalism is unmatched by any of our guest speakers, and we really appreciate the extra effort it took to give such an impactful training."

Jamie Stewart, Managing Director Kleeneze Ltd

"Without doubt you have gone down in Kleeneze history as the best speaker ever. Our top leaders cite you as the best, many referring to you as the new Jim Rohn. It resulted in us taking orders on the day for 5.5 weeks work of kit sales IN JUST ONE DAY. So your message about hard work certainly inspired people into action."

Blake Mallen, Chief Marketing Officer ViSalus Sciences

"Darren is a rock star. He's able to relate with all ages with both with the polished and real authentic and humorous manner that the younger generation really relates to. He knocks it out of the park every time he takes the stage at a ViSalis event."

Arthur Napolitano, Senior Vice President ACN

"Your presentation was 'bar none' the best training I've ever experienced in my 21 year direct selling career. I wasn't only impressed, I was inspired and motivated to elevate my own game on many levels."

Angela Chrysler, President & CEO at Team National

"Darren Hardy is one of the favorites amongst our sales field. Darren is an excellent speaker. Every time Darren delivers great information, great content. He will help you with your success and really does add a lot of value to your sales field."

Connie Tang, President, USA Jafra Cosmetics International, Inc.

"I think Darren is extremely articulate. He can take complex and voluminous information that was too overwhelming, he can bring it back down into real-life terms, simple terms that are easy to remember, easy to recall."

Simon Grabowski, CEO/Co-Founder Vemma Europe

"Darren Hardy is an amazing speaker. You connect with everything he says. Thanks for awesome presentation!"

Verne Harnish, Owner, Gazelles, Inc., Founder Entrepreneurs' Organization

"Wow, that was powerful and personal – you are an amazing teacher and man. Thank you, immensely, for sharing your important message with our audience of growth company executives. You made a huge difference to a lot of people Wednesday."

Joseph McClendon, Founder Pro-Sequences Research Group

"Darren is one of the best in the industry. His humor and his ability to deliver a message that just doesn't just go to your brain but goes to your heart as well and makes you understand. And he's just simply one of the best."

Heidi Thompson, President & Co-Owner

"Darren's talk this was probably one of the more rich talks that I have heard, as far as relevance."

Randy Mathews, Vice President of Sales, NSA

"Darren is all about personal development. When you listen to Darren, you get real insight into what holds people back."

Rita Davenport, former President Arbonne

"To surround yourself with people like Darren Hardy makes an amazing result in your performance. I highly recommend him. Darren, can make all the difference in the world."

Sheila Marcello, ACN Vice President of Marketing

"Darren is an amazing speaker. Our representatives are still buzzing about how energized and inspired they are from his speech at our event."

Kathy Prutting, Wealth Transfer Solutions

"WOW!!!! Darren was absolutely phenomenal. The feedback we are receiving is incredible! I myself, made the decision to invest 10% in my personal growth."

Michael Khatkar, Director Network Development Kleeneze Ltd

"You've set our Network on fire, with no doubt you're the most stimulating guest speaker we've ever had."