

## Speaking Topics

### 1 LEADERSHIP THAT WORKS

#### ***Mastering Effective Practices for Top-Tier Performance in the New Millennium***

The 21st century is unfolding at an unprecedented pace with exponential complexity. Mastering the craft of leadership today demands an understanding of both *enduring leadership principles* and *high-impact leadership practices* for delivery of *consistently superior outcomes*. In this energetic keynote, Doug shares powerful lessons gleaned from his success in leading organizations to top-of-class performance. Learn why leadership that works is:

- *Devoted to the spirited pursuit of high performance*
- *Focused on continuous improvement*
- *Committed to creating value for all stakeholders*

### 2 EMBRACING THE GENIUS OF THE "AND" FOR SUPERIOR OUTCOMES

#### ***Making Tough Decisions in a Fiercely Complex World***

In this spirited keynote, Doug uses personal anecdotes from his successful tenure as a Fortune 500 CEO to show why embracing an abundant approach to leadership is essential to making tough decisions and creating high-performance organizations.

- *Learn why leaders must reject a scarcity mindset; discover how to embody an Abundant Approach.*
- *Empower your team to achieve superior and sustainable outcomes by being Tough-Minded on Standards and Tender-Hearted with People.*

### 3 CHAMPIONING ENGAGEMENT TO WIN IN THE MARKETPLACE

#### ***The "Soft Stuff" is the "Hard Stuff" It's All About the People***

In this impactful keynote on Employee Engagement, Doug challenges 21st century leaders to champion a People-First approach to building powerful organizations that win in the workplace and in the marketplace.

- *Learn CEO tips for Attracting, Developing, Engaging, and Retaining the best employees.*
- *Master strategies for building sustainable high-performance relationships.*

### 4 THE ACTION IS IN THE INTERACTION

#### ***Unlocking Your Full Leadership Potential in an On-Demand Age***

In this counter-intuitive keynote, Doug illustrates how the many moments in a day that seem like "interruptions" aren't preventing leaders from doing their work; these moments are the real work of leadership today. Building on his New York Times best-selling book, *Touchpoints*, Doug provides immediately applicable strategies for creating powerful leadership connections in the smallest of moments.

- *Learn the "Listen, Frame, Advance" model for interactions.*
- *Get Doug's actionable blueprint for making every moment more productive.*

# TO WIN IN THE MARKETPLACE, YOU MUST FIRST WIN IN THE WORKPLACE

----- DOUGLAS R. CONANT

*Former Fortune 500 CEO, New York Times Bestselling Author, KEYNOTE SPEAKER*

*Doug happily works with event organizers to customize his speeches for each audience.*

## CONANTLEADERSHIP



Douglas R. Conant is a New York Times bestselling author and keynote speaker with over 40 years of leadership experience at world-class global companies. He is Founder and CEO of ConantLeadership, Chairman of the Kellogg Executive

Leadership Institute (KELI) at Northwestern University, Chairman of CECF, and Chairman of Avon Products. From 2001 to 2011 he served as President and CEO of Campbell Soup Company

▪ ONE OF INC. MAGAZINE'S "100 Great Leadership Speakers"

▪ TOP 30 GLOBAL LEADERSHIP GURU

where he dramatically reversed a precipitous decline in market value, delivered cumulative shareholder returns in the top tier of the food industry, and led employee engagement levels from being among the worst in the Fortune 500 to being consistently among the best. Having worked his way from the bottom of the corporate ladder to the top, and having overcome career setbacks

and personal challenges along the way, Doug brings a unique "in-the-trenches" expertise to his groundbreaking speeches. Doug was named a Top Thought Leader in Trust for 2014 and 2015, a Top 100 Leadership Speaker by Inc. Magazine, a Top 30 Leadership Professional for 2015 by Global Gurus, and a Leader to Watch in 2015 by the American Management Association (AMA).