



# Don Akers

TURNING TALENT INTO PERFORMANCE

## BIOGRAPHY



For over ten years, highly acclaimed executive coach and keynote speaker Don Akers has helped teams, individuals, business leaders, even Olympians refocus their minds so they can concentrate on what's important, on what works.

Don has a unique ability to get people into action. Even in times of unprecedented uncertainty, he helps them overcome the fear that can paralyze even top performers.

How does he do it? His skill set as an executive coach and team leader has been distilled from seventeen years of studying the best of applied psychology. Not only can we be taught to be more resilient and more aware of who we are on the planet to be, but we can learn the skills quickly and apply them immediately.

People take action after hearing Don because he wakes them up to what's really important, and what really matters, to them.

Don't just take our word for it. Pat Cunningham of State Farm says, "Since hearing Don Akers I've been running again." Four-time Olympian Ruben Gonzalez says, "I'm not holding back anymore. I'm going for it. Without Don Akers's coaching I never would have qualified for the 2010 Olympics. Even better, I'm not afraid. After twenty-one years in my sport, I finally feel in control."

Don's ability to authentically deal with fear and cut through the static to connect the dots comes not only from his background in Fortune 100 companies, but from his seventy fights as a Golden Gloves boxer and being a US Olympic boxing trials contender.

Don has appeared on ESPN, CBS, and PBS. His newsblog, "Stuff That Works" is read internationally. Imagine what you and your team could achieve if they were less fearful, more confident, and more resilient when life throws its punches.

## CLIENT LIST (partial)





# CONFIDENCE UNDER PRESSURE

USE FEAR TO SHARPEN YOUR COMPETITIVE EDGE

UNCERTAINTY, RISK, AND DOUBT CAN UNDERMINE EVEN THE BEST STRATEGY. LEARN HOW TO FOCUS YOUR MIND LIKE A PROFESSIONAL ATHLETE AND DELIVER WORLD-CLASS RESULTS WHEN THE STAKES ARE HIGH.

## TESTIMONIALS ►

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I've heard hundreds of speeches--they come and go. This one stuck with me! Since hearing Don Akers I've been running again for the last three weeks! I was unhappy with the company, thinking, "when they decide to open up the business, I'll get back to work." I've realized that there are many things I can do. **I stopped focusing on what I can't change.**

Pat Cunningham, Agent  
State Farm

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“

I've seen all the top speakers: Zig Ziglar, Les Brown, and Tony Robbins. **Don Akers is one of the best.**

Keith Lindstrom, Sales Manager  
CBS Affiliate -- KWGN TV

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“

Don is a dynamic speaker and very funny! The whole presentation was fabulous. I usually talk to my friends during the speakers, but our whole table listened to every word. Right after the program I started a marketing campaign I had toyed around with for months. **After Don's program I decided, "I'm gonna go for it!"**

Cathy Schneider, CEO  
C.A.S. Benefits Company

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# LEADERSHIP UNDER PRESSURE

BREAK THE CYCLE OF FEAR AND GET YOUR PEOPLE MOVING FORWARD



BAD NEWS, FRUSTRATION, AND WORRY CAN STOP EVEN THE MOST TALENTED PEOPLE. IN THIS PROGRAM YOU'LL LEARN HOW TO INTERRUPT THE PATTERN OF NEGATIVITY, GET YOUR PEOPLE MOVING FORWARD, AND KEEP THEM FOCUSED ON THEIR CORE OBJECTIVES.

## TESTIMONIALS ►

“

Excellent presentation! Don Akers had me so pumped up after our morning session that I didn't even have to drink coffee! Don is on target, very funny, and he brings real-world experience in a way that makes you think about how you can overcome obstacles and achieve your goals. **I got more business done in the next three days than in the whole month before!**

Bob Hancock, Vice President  
Omni Bank

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“

I have seen and heard a lot of speakers and the experience with Don Akers is different. With some it's just bunch of rah-rah. **Don gives you something you can take with you.** The message is relevant and soul searching, easy to identify with, and very motivating!

Robert B. Dwyer, Private Banker  
Wells Fargo Bank

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“

Don's enthusiasm and common sense approach are very motivating. **His message applies to all of life!**

Gwen Timmons, Financial Services Manager  
Sterling Bank

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WRITING A VISION STATEMENT AND SAYING YOU'RE A TEAM DOESN'T MAKE YOU ONE. WITHOUT CORE AGREEMENTS, A ROBUST SET OF GROUND RULES, AND ALIGNMENT ON WHAT'S IMPORTANT, EVEN TALENTED PEOPLE CAN "NATURALLY" CREATE DIVISIONS THAT HARM PRODUCTIVITY AND *ESPRIT DE CORPS*.

LEARN THE ESSENTIALS OF TEAM ALIGNMENT AND HOW TO GET YOUR TEAM TO THINK AND ACT LIKE A TEAM IN A WAY THAT'S CONSISTENT WITH THEIR BELIEFS AND NATURAL TALENTS. ALIGNMENT FREES PEOPLE TO CONTRIBUTE MORE, TAKE MORE RISK, MAXIMIZE THEIR CAPABILITIES, MAKE FASTER DECISIONS, SUPPORT DECISIONS ALREADY MADE, AND THINK AND ACT LIKE A TEAM.

## TESTIMONIALS ►

“

Excellent seminar... a sense of excitement and feeling of purpose were evident immediately after... The real test lay in how long the effects would continue inside the high pressure environment of Silicon Valley. **After three months, the morale of the company is at an all-time high. So are sales.**

Jack Marshall, CEO  
Altavista Technology

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“

Excellent speaker! Our audience was very engaged, and I heard a lot of good things from our people. **Don is very motivating and offers unique ideas on building confidence.** He made the program relate to the situation in our business and hit a lot of points that our people can relate to. We laughed a lot and folks went away with a lot to think about.

Michelle Wilganowski, Diversity Coordinator  
Shell Global Solutions US

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### Corporations

Administaff  
Altavista Technology  
Boston University Corporate Education Center  
Dovetail Builders  
Dreams Retail  
Fans Edge  
Faure Herman  
Gases Plus  
Hercules Forwarding  
IIR Energy  
Industrial Information Resources  
ITS Engineered Services  
Loomis International  
Members Trust Federal Credit Union  
Meridian Capital  
Merrill Lynch  
Photoloft.com  
Praxair  
Shell Global Solutions  
Shell Information Technology International  
Shell Oil  
Shell Oil Products US  
Shell Trading  
Shell Wholesale Marketing  
Smith International  
Star Refining  
Texaco  
Turning Point, Inc.  
UBS Paine Webber  
Union Carbide  
United States Welding  
Western Union  
Wire Rope Corporation of America

### Associations

American Water Quality Association  
American Business Women  
Associated Wire Rope Fabricators  
Association of Career Professionals International  
Business Network International  
Casper Petroleum Club  
Denver Writers Circle  
Dover Club  
East Houston Chamber of Commerce  
Eastern Water Quality Association  
Greater Heights Chamber of Commerce  
Houston Association of Health Underwriters  
Houston East End Chamber of Commerce  
Houston Electric League  
Houston Independent Realtors  
Independent Welding Distributors Cooperative  
Kiwanis International  
Metropolitan Business Alliance  
Midtown Business Network  
National Association of Credit Managers  
Optimist International  
Rotary International  
Sales Professionals International  
South Atlantic Well Drillers Association  
Southern California Pipeline Association  
Texas A & M Alumni Association  
Toastmasters International  
Transportation Revenue Management Group  
Village Learning and Achievement Center  
Wyoming Association of Broadcasters  
Wyoming Credit Union League

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***Turning Talent into Performance***