



"After three months,  
the morale of the company  
is at an all time high, so are sales."

**Jack Marshall**  
**CEO Altavista Technology**

## Why Business Professionals Choose Don Akers

### Senior Leadership

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

"After Don Akers's program I got more done in the next three days than in the whole month before." --**BH, Omni Bank**

"We have a tough audience, and Don captivated them the whole time. Even better, people walked out saying, 'That's information I can use today.'" --**DD, Shell**

### Audience Members

"I've heard hundreds of speeches; they come and go. But Don Akers sticks with you. I've been running again for the last three weeks." --**PC, State Farm**

"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!'" --**CS, CAS Benefits**

"We all get down, and Don helps you get back up." --**LL, Allstate**

### Meeting Planners

"The right blend of good, clean humor. I was a hero for finding Don Akers!" --**TS, AWRP**

"Don's program is so UNIQUE! Completely different, but relevant to every business." --**MR, TX Assn of Health Underwriters**

"I appreciated Don's professionalism, how he kept in touch with me, sent me his information quickly, and was very easy to work with." --**JC, EWQA**





"I have seen and heard a lot of speakers and the experience with Don Akers is different. With some it is just bunch of rah rah. Don gives you something that you can take with you. The message is relevant, and soul searching, easy to identify with, and very motivating!" --RD, Private Banker, Wells Fargo Bank

"This is one of the best programs I have heard in thirty years! I've attended a lot of conferences and seminars, and this program really hit a nerve. The way Don relates boxing to life is so entertaining—he has the gift for keeping peoples' attention, being serious and funny at the same time. The program was incredible, touching."

--JM, Corporate Sales Manager, Abby Office Centers

EVERY PROGRAM IS ONE OF A KIND, CAREFULLY CUSTOMIZED TO BE RELEVANT, CURRENT, AND IMMEDIATELY USEFUL TO ENSURE WE DELIVER MEASURABLE RETURN ON YOUR INVESTMENT.

## PROGRAMS ▼

### 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.

### 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

### TEAM ALIGNMENT

TURN TALENTED PEOPLE INTO EXCEPTIONAL TEAMS

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.



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*Turning Talent into Performance*