

BO EASON REALIZE YOUR PERSONAL STORY POWER



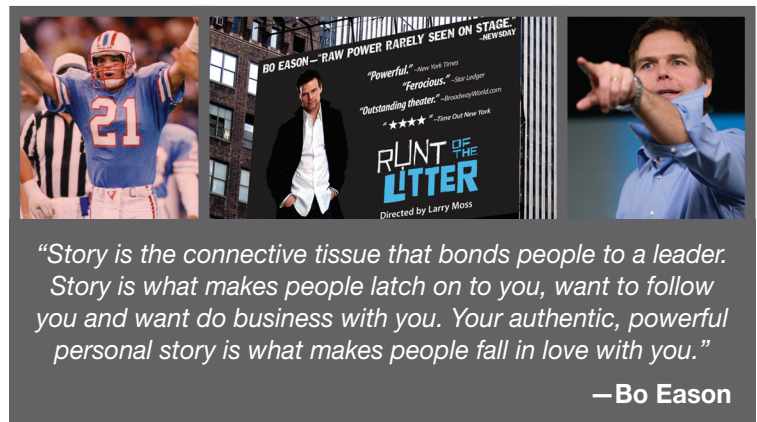
There is one simple—yet *powerful*—key to creating instantaneous rapport and trust. What if **EVERYONE** on your team held that key?

Bo Eason says, “Every one of us has one true sentence. It’s at the core of who we are, the core of our personal story. When we find that one true sentence and learn to express it, we become irresistible to those around us. We become the leader they’ve been searching for.”

It’s no longer just about negotiation strategies, closing techniques, well-written press releases or team-building exercises. The currency of today’s successful businesses is authenticity and deep connection with clients, vendors, and the public. International speaker, former NFL player, actor and playwright Bo Eason is dedicated to helping your people unlock the key that can:

- Build immediate intimacy, rapport and trust in client presentations
- Communicate your company’s message in a way that hits them in the solar plexus
- Tap innate leadership potentials to unleash Olympic-level performance

Research shows that great leaders—from the time of the Roman Empire to the great leaders of today—share a single invaluable skill: the ability to tell their personal story in a way that captivates and enrolls others.



“Story is the connective tissue that bonds people to a leader. Story is what makes people latch on to you, want to follow you and want to do business with you. Your authentic, powerful personal story is what makes people fall in love with you.”

—Bo Eason

SPEAKING TOPICS

Bo Eason offers high-octane performances (one-hour keynotes to three hour workshops) which not only inspire and entertain but also give practical take-aways your people will use for years to come to enhance your company’s bottom line and their personal success.

Personal Story Power The Key to Leadership (1 hour keynote)

Bo Eason’s internationally acclaimed keynote address reveals the 3 key elements of your own compelling personal story—a story that will enroll and engage, creating instant intimacy and trust.

Bo will share his journey from being the runt of the litter to the NFL to Broadway as he shows your people how to convert their own personal story into personal/professional success.

Personal Story Power Workshop Craft and Express Your Personal Power Story (1/2 Day workshop)

In this intense, 4-hour session, Bo boils down his 20,000 hours of stage experience into understandable components your team can easily apply. Bo will coach individuals on your team one-on-one to:

- Unearth their signature personal story
- Present their personal story for maximum impact
- Apply their personal story in all areas, from enrolling clients to inspiring top performance

“It’s counter to so much of what we’re taught. We’re taught to wear masks. To be politically correct and careful. But our power is in tapping the raw guts of who we are, exposing it and expressing it. That’s what creates deep connection.”

—Bo Eason

SEE BO IN ACTION
www.boeason.com/action.html

To book an event or interview with Bo Eason contact:
Jennifer Harada, Director of Operations
jenn@boeason.com • 310.562.4808



ABOUT BO EASON

Speaker, performer, author Bo Eason started his career in the NFL, as a top pick for the Houston Oilers. Continuing on with the San Francisco '49'ers, during his 5 year career Bo competed beside and against some of the greatest players of his generation.

In 2001, Bo wrote and performed his one-man play, *Runt of the Litter*, which opened in New York to rave reviews. The New York Times called it, "One of the most powerful plays in the last decade." Bo toured with the play in over 50 cities and it is now being adapted as a major motion picture. After seeing a performance of *Runt*, Leonardo Di Caprio hired Bo to write a screenplay based on the 1924 Olympic Rugby team.

In his quest for excellence on the stage, Bo trained with some of the world's most brilliant performance and movement coaches, Larry Moss and Jean-Louis Rodrigue. Bo now draws from their techniques and wisdom to coach others to be excellent presenters and storytellers.

Today, along with his acting and film commitments, Bo is dedicated to helping others tap the power of their personal story and become effective, persuasive communicators. He has privately coached some of the most successful leaders in the world, and delivered his keynotes and workshops to groups such as Protective Life Insurance, Dimensional Fund Advisors, Morgan Stanley, and Young Presidents Association. Bo has also appeared as a guest on shows like Bill Maher, Fox Sports Net, ESPN, The Rosie O'Donnell Show and CNN.



"Bo's presentation was not only inspirational, but also immediately applicable. Our group consists of CEO's from around North America. We've seen a lot of excellent speakers over the past decade, and this group is not easily impressed. However, Bo was the highest-rated speaker of the year, and he provided so much value, that we decided to invite him back for a second time."

—Rick Sapio

Chairman of Gathering of Titans & CEO of Mutual Capital Alliance, Inc.

"We have been producing major conventions in the health and fitness space for over 30 years and Bo Eason was the best keynote speaker we have ever had....bar none! He wowed an audience that didn't know who he was and wasn't interested in football but his story and style still knocked their socks off!"

Peter Davis

Co-founder and CEO, IDEA Health and Fitness Association

"We often bring in speakers to inspire our team. But Bo was totally unexpected. He wasn't just another gifted athlete telling great stories. Bo's presentation was electrifying and he actually gave the team some valuable tools they could use with clients the very next day. I'd recommend him to any group that wants to increase motivation and productivity."

—Bill Propper

President, 3 Mark Financial, and Co-Founder of Peloton Global

"From the moment he stepped on stage to the final moments of his performance of Runt of the Litter, Bo captivated our franchise partners' attention. His openness and emotional delivery created a real connection with everyone in the room! His message that everyone has a story resonated and is encouraging our franchise partners to discover their own stories. If you're looking for a speaker that will make an impact and inspire your audience with his unbelievable story telling ability, you can't get better than Bo!"

—Brian Scudamore

Founder and CEO of 1-800-GOT-JUNK?

"The results that Bo generated in his Perfecting Your Personal Story workshop for our top financial advisor coaching clients to connect emotionally with their clients and prospective clients has been invaluable in accelerating their success. I can tell you that there is not a more dynamic and passionate storyteller that gets results anywhere."

—John Bowen

CEO of CEG Worldwide

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