



BOEASON

Every single person on your team has a potent asset they don't know how to use.



The most valuable thing any one of us has got is our story because we all are a one-time phenomenon. Once we start to access that story, what we're really tapping into is our own voice, our own power, our own sense of self. —Bo Eason

A research study from global think tank Oxford Analytica found the ability to tell a compelling story separates great leaders from followers, high-performance companies from the mediocre, and fiercely loyal clients from bandwagoners.

While there's a lot of buzz about 'storytelling', ex NFL player, Broadway playwright, leadership coach and visionary Bo Eason has spent thousands of hours on stage training teams to:

- Adapt the mindset needed to build immediate intimacy and fully connect with clients every time you're in front of them.
- Physicalize how you communicate with clients by learning to inform your body with your voice and story so that people can't take their eyes off you.
- Capture the stories that will create the greatest impact and deliver real results—using Bo's process you'll discover a narrative that will transform how you do business.

In mastering your personal story, you become more magnetic, effective and influential as a leader.



SPEAKING TOPICS

Executing Your Greatness through Story (1 hour keynote)	Stepping into the Power of Your Story (breakout seminar)	Battling to be The Best (1 hour keynote)
<p>In his internationally acclaimed keynote, Bo reveals his three critical steps to storytelling while demonstrating how deeper and more intimate connections with clients ultimately generate more business.</p> <p>Bo will share his journey from runt of the litter to the NFL to Broadway to corporate boardrooms, as he shows your team how to use their story to create greater personal and professional results. Once you learn to express yourself, you begin to play a bigger game.</p>	<p>In this intense session, Bo breaks down his 20,000 hours of stage experience into understandable components your team can easily apply. Bo will coach your team on how to:</p> <ul style="list-style-type: none">• Unearth their signature personal story• Present their personal story for maximum impact• Apply their personal story in all areas, from closing new clients to inspiring top performance	<p>How do you keep fighting to be #1 in a world that has reduced itself to participation trophies? In this electric presentation, Bo goes full throttle into why achieving greatness is not only your responsibility, but your birthright.</p> <p>He shares how declaring the vision you have for your life, designing an environment that supports it and giving everything you've got has landed him at the top of every mountain he's attempted to climb.</p>

SEE BO IN ACTION
www.boeason.com/action

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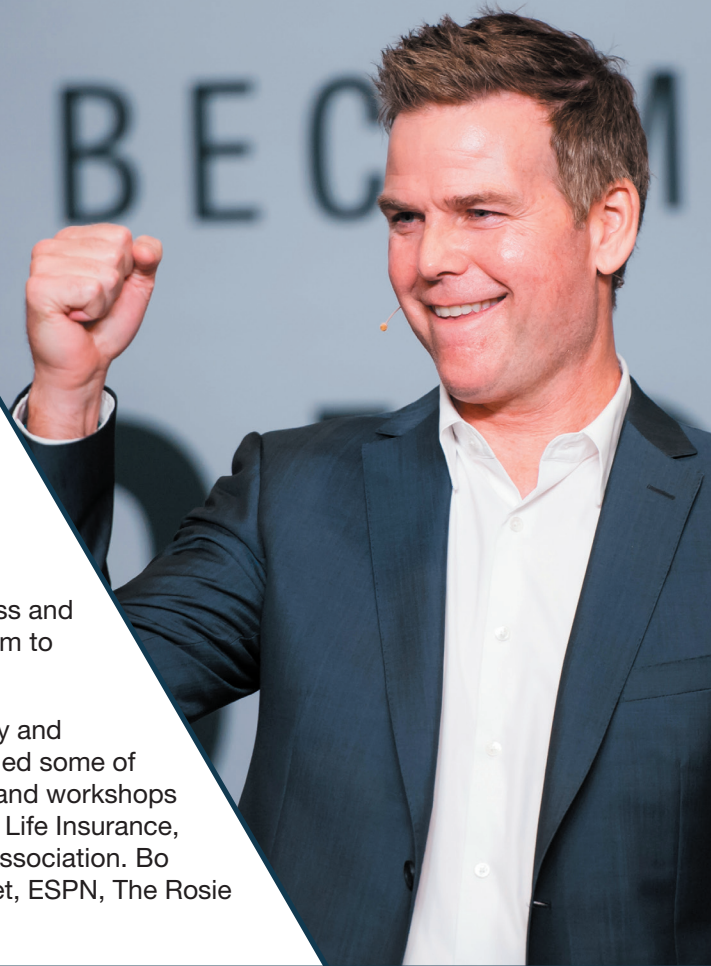
ABOUT BO EASON

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 49ers, 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 he performed on Broadway 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.

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 Advisors Excel, Mass Mutual, Guardian, 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.



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Story is the connective tissue that bonds people to a leader. Story is what makes people latch onto 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

When we look at the impact we've been able to make in supporting our financial advisors, the thing that we track and are always excited about is how we help those advisors grow. What can we do to support and improve their practice in a way that helps them grow? This year our advisors are on pace to do over \$500 million more in production than they did last year and Bo is a big part of that growth.

—Cody Foster, Founder, Advisors Excel

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

The results that Bo generated in his breakout session 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

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

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