

A man in a blue shirt and khaki pants stands on a stage, gesturing with his hands while speaking to a large audience seated in a church. The audience is visible in the background, filling the pews. The stage is lit with spotlights, and a podium is visible next to the speaker.

**TH TODD HENRY**

**TOPIC ABSTRACTS**

**TODDHENRY.COM**

CHICAGO, IL

## KEYNOTE PRESENTATION

# UNLEASH YOUR BEST WORK EVERY DAY

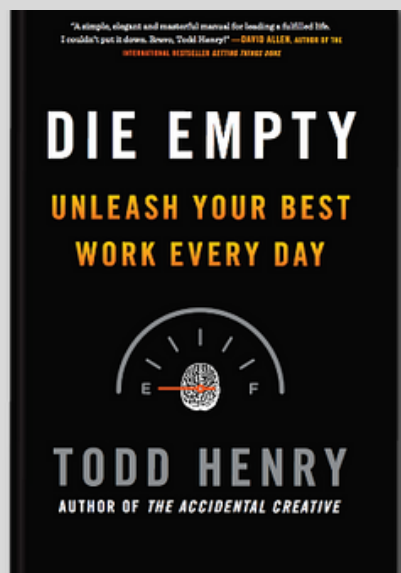
Even the most talented, driven pros get stuck at some point. They don't intend to – they're working hard – but they find that they just aren't getting the same results they used to. In the wake of COVID, many teams find that they simply feel "stuck" or disengaged, or lacking connection to their work, but can't quite identify the cause.

In this talk we identify the 7 “deadly sins” that lead to personal and organizational stasis (Aimlessness, Busy Boredom, Comfort, Delusion, Ego, Fear, Guardedness) and teach participants how to overcome them. You'll challenge assumptions, re-discover your passion, and ignite your drive to produce brilliant work.

### WHAT YOU'LL LEARN:

- The true definition of “mediocrity” – it's not what you think!
- The 7 common areas where talented pros and teams get stuck.
- How to uncover and claim “productive passion” in life and work.
- The four questions to ask in order to uncover hidden assumptions and roadblocks.
- How to move through the natural phases of personal and career growth.
- How to overcome the fear of failure... and success.
- How to collaborate and handle conflict like a pro.

**This topic is available in both keynote and workshop formats and can be delivered in-person or from our studio.**



Based on the best-selling book *Die Empty* (named "Best of 2013" by Amazon) this session equips participants with clarity about areas where they may be stuck, and delivers practical next-steps to jumpstart their mindset and productivity.

## KEYNOTE PRESENTATION

# HOW TO BE BRILLIANT (AT A MOMENT'S NOTICE)

You need ideas... fast. But, you're already running on fumes from that last big project you had to crank out in record time. How do you find the focus and energy you need to do it again... and again?

Have no fear! In this talk you'll learn five key practices that will prepare you to produce brilliant work when it matters most, especially under pressure.

### WHAT YOU'LL LEARN:

- How to identify the 3 “assassins” of creativity and keep them from stealing your focus and time.
- How to leverage the five areas of “creative rhythm” to help you stay fresh and deeply engaged with your work.
- The keys to effectively managing energy and channeling it toward what matters most so that you avoid burnout and needless frustration.
- How to find inspiration even in the most mundane places.
- The secret skill that high performers master that keeps them on top of their game.

**This topic is available in both keynote and workshop formats and can be delivered in-person or from our studio.**



Based on Todd's best-selling book *The Accidental Creative*, this session equips participants with the tools and specific daily practices they need to be brilliant under pressure and to deliver consistent results when it matters most.



# HERDING TIGERS

You've built the "Ferrari" of teams! You're talented and driven and all the pieces seem to be in place. Still... you can't figure out why motivating and leading all of these talented people is such a challenge.

In this workshop, participants discover the few things that all talented, creative people need from their leader (they're not what you think!) and how to deliver them consistently.

- The two conflicting things that every talented person craves from their leader.
- Why each person on your team must be individually and strategically led, and specifics for doing so.
- How many leaders unknowingly forfeit the one thing that's foundational to effective leadership, and how to re-claim it.
- Why protecting your team's time and attention must be a central focus of your leadership effort.
- The three reasons most idea sessions fail to produce great results, and how to build a better brainstorm.
- Why great leadership begins with leadership of self, and how to do so effectively.

**This topic is available in both keynote and workshop formats and can be delivered in-person or from our studio.**



Based on the best-selling book *Herding Tigers*, this workshop equips participants with next-step conversations, actions, and mindset shifts to help them be the leader their team needs.

# THE BRAVE HABIT

If I had to choose one gift to impart upon every person I meet - one master key that unlocks their potential - it would be bravery. We need radical bravery in our workplaces, our schools, our neighborhoods, and our politics. If more people committed to making brave choices daily, we would see stronger, more effective teams, less corruption, less unhealthy conflict, and more progress on the societal issues that truly matter.

Organizations need leaders committed to cultivating a culture of bravery, and who themselves are making brave choices in the face of uncertainty. The marketplace needs more business owners who are willing to step up and do the right thing for their employees and their communities, even at the risk of personal cost. And, society needs more people to cultivate brave, empathetic relationships with people who think differently from them.

## Bravery Is Not What You Think

Most of our cultural reference points for bravery involve heroic actions like storming a beach, risking everything on an unlikely business deal, or casting caution to the wind on a massive career change.

Yes, those actions *can* be brave, but the call to bravery is not just about mustering courage in the face of overwhelming odds.

**Bravery is doing the right thing even in the face of fear and personal cost.** Cowardice, on the other hand, is when someone chooses self-protection at the expense of doing what's right. It is possible to appear brave to others while actually behaving in a cowardly way, or to appear a coward to others while doing the brave thing.



## How To Be Brave (Or *Cultivate* Bravery)

Bravery exists in an environment of high perceived agency, and optimism. When there is a lack of either agency (belief that individual actions can make a difference) or optimism (there's a possible better future), it is unlikely that bravery will occur.

**Bravery exists when we believe in a better possible future, and we trust that we have the agency to bring it about.**

Leaders of organizations play a key role in cultivating an environment of bravery by (a) casting a compelling vision of a better possible future, and (b) speaking agency into those on their team.

### 3 Thresholds For Leaders And Creative Pros

There are a few thresholds that require bravery in the face of uncertainty. Often, these transitional moments lead to indecision and lack of clarity, which can trickle down to team members and stakeholders and limit the capacity to do brave, valuable work.

#### The Threshold of Action

When we conjure images of bravery, we typically imagine someone taking a huge risk or stepping out into uncharted territory. However, it's important to note that bravery is not the same as boldness. Effective professionals engage in calculated risks, not stupid ones. Often, a sense of aimlessness or disconnectedness from a core purpose can lead to ineffective risk-taking, or generally prevent *truly* brave action. Sometimes, a lack of a sense of agency can cause stagnation. Once we diagnose the source of the inaction, we can adapt and cultivate a culture in which brave action is likely to occur.

#### The Threshold of Letting Go

Bravery isn't just about taking hold of what's ahead, but is also often about letting go of what's behind. In childhood development, brachiation is the ability to let go of one object while simultaneously grabbing ahold of another. For instance, swinging on a set of monkey bars. If a child is unable to do this, they are likely to get stuck. Many entrepreneurs and leaders get "stuck" because they don't know when to let go of an idea and move on to another one. This willingness to engage in personal growth and innovation is an act of bravery, but can be inhibited by a love of comfort.

#### The Threshold of Waiting

At times, the most brave thing to do is to simply wait. While others might not understand this decision, and it seems like the market is moving fast around you and you might be missing out, brave leaders understand when their vision of the future isn't yet crystalized or they don't have the skills or resources necessary to engage with personal agency, so they choose to wait as they continue to work. To do this requires strong relationships with others who (a) care about you and your success, and (b) are willing to speak truth to you even when it's uncomfortable to do so. At some point, every leader and entrepreneur needs to be brave enough to wait.

### We Can Choose *Brave*

Your name is not what your parents gave you, your name is what you choose to answer to. As creative pros, we have a choice every day about whether we will answer to the name imposter, incompetent, failure, or something similar, or whether we will choose to answer to the name brave.

We need more leaders willing to do the right thing even in the face of fear and personal cost. Those who choose to answer to the name brave will put their best work into the world where it can be of service to others, and will live a life full of satisfaction. They will not take their best work to the grave with them.

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BIO

# TODD HENRY

Positioning himself as an “arms dealer for the creative revolution”, Todd Henry teaches leaders and organizations how to establish practices that lead to everyday brilliance.

He is the author of six books (*The Accidental Creative*, *Die Empty*, *Louder Than Words*, *Herding Tigers*, *The Motivation Code*, *Daily Creative*) which have been translated into more than a dozen languages, and he speaks and consults across dozens of industries on creativity, leadership, and passion for work.

With more than fifteen million downloads, his podcast *The Accidental Creative* offers weekly tips for how to stay prolific, brilliant, and healthy.

Todd's book *Die Empty* was named by Amazon.com as one of the best books of 2013.

His latest book, *Daily Creative*, offers daily sparks of inspiration and practical advice for creative pros.

**VISIT [TODDHENRY.COM](http://TODDHENRY.COM) TO LEARN MORE**





## THE DETAILS

# LOGISTICS

On a personal note, I strive to be the easiest speaker you've ever worked with. My aim to is collaborate to deliver something that will perfectly match your objectives for the event. Your success is my aim.

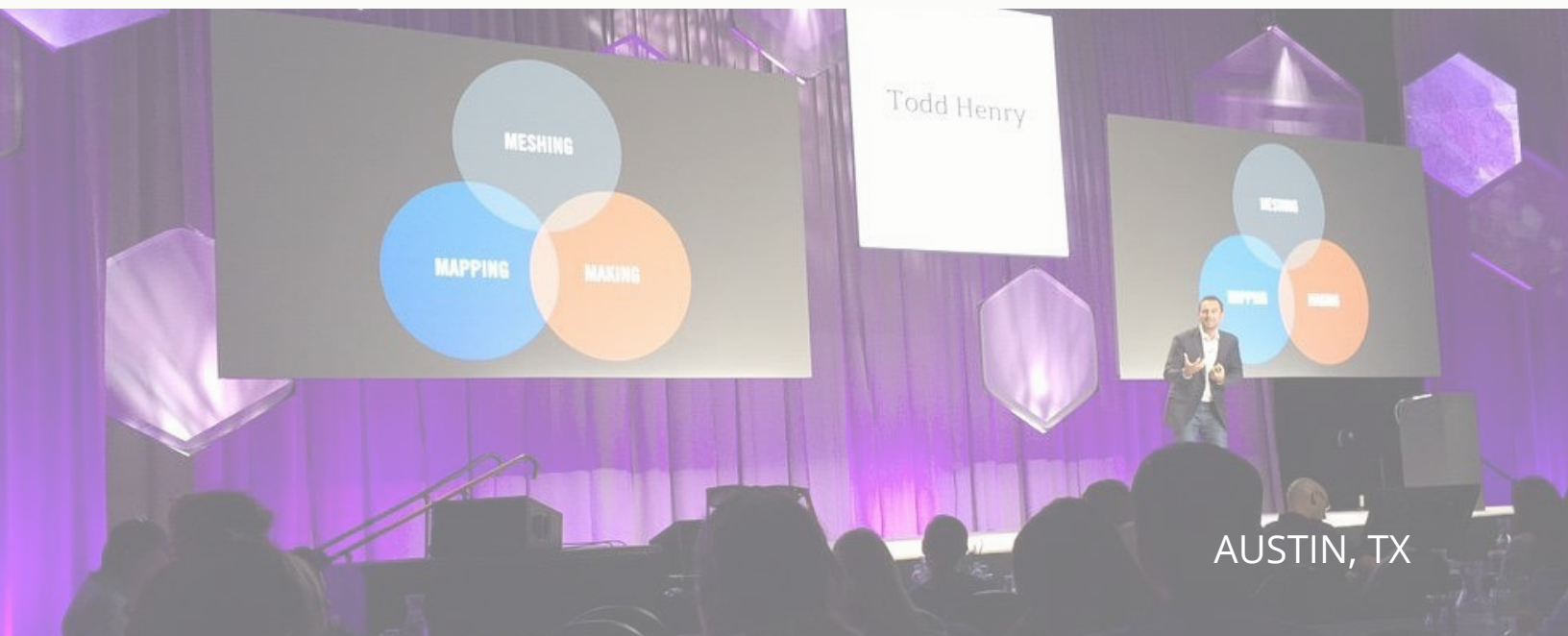
I believe that inspiration without application has a shelf life. Because of this, I strive to ensure that each of my presentations have practical application and next-actions so that participants can see immediate results from what they learn.

My pricing is simple, transparent, and all-inclusive. I will work with you to ensure that all logistics are headache-free and that your job is as simple as possible.

I am also willing to make myself available for meet and greets, book signings, or other value-add activities that will help make your event a success. Please don't hesitate to ask about these when you contact us.

If you have any additional questions, please don't hesitate to ask. I can be reached at [todd@toddhenry.com](mailto:todd@toddhenry.com), or 1-877-795-9377 x707.

Thank you for your consideration!







MANILLA, PHILIPPINES