



KEYNOTE ADDRESSES

Abstracts available from The University Of Street Smarts

There are several topics covered here that are viable keynote addresses that are available to you. Know that every situation is different and if there are some specific areas that need addressing, or if there is a particular theme that you'd like to have addressed, these topics can be modified to fit that need. Let us know your theme and your goals. The University of Street Smarts will fill the bill and make your meeting a huge success.

What would you do today if you were really brave?

This Keynote is delivered by Norma Havens. It is adaptable to 30 minutes or one hour and is ideal for breakfast, lunch or dinner events.

This is a life changing question. It is one of those questions that if you ask yourself this question every day, some days you'll get nothing. Other days you will have major epiphanies...you will know that this is something you can and will do. And it will become your "This Shall Be!"

We have had people make life changing career moves, return to make good on a promise to a twin brother and people have addressed long standing life difficulties.

You will hear their stories. Some will be moved to tears. Many will want one of our "Brave" magnets or buttons to serve as a constant reminder.

We are collecting stories of what people have done that are really brave for a future book about being "Brave".

10580 N. McCarran Blvd. #115/359
Reno, NV 89503
(877) 414-9985 Toll Free * (775) 746-5340 Office * (775) 746-5341 Fax
www.UniversityOfStreetSmarts.com

By the way, “What would you do today if you were really brave?” is not about running into burning buildings. It is about choosing to take risks in order to live a more fulfilled life and a better future.

Stone Soup

This keynote is delivered by either Bob Belknap or Norma Havens. It is adaptable to 30 minutes or one hour and is ideal for breakfast, lunch or dinner events. This will also require a 2-4 inch rounded river rock, enough for each attendee and markers to pass around so a word can be written on the rock. For clients within a 50 mile radius of Reno, Nevada, we will provide the rocks and markers as part of our speaker’s fee. For clients outside of the 50 mile radius, you will be responsible for providing the rocks and markers.

This is a high impact keynote address. It has been delivered to unemployed and under employed executives looking for new positions.. It is applicable to every job description and would be appreciated by human resource departments, operations departments and sales departments of companies as well as associations.

The concept points out the value of each individual and what they bring to their job, the customer and to the operation as a whole. Participants will be challenged to explore their unique value and identify it in a word.

The Stone Soup Story is a great speech by itself...and it is extremely impactful when tied in as part of motivational efforts for an entire company, association or specific department.

What Do You Really Sell?

This keynote is delivered principally by Bob Belknap. It is best suited for an hour; it can be adapted to 30-40 minutes. It is ideal for breakfast, lunch, dinner and workshop type events.

As entrepreneurs we start companies because of a great concept or passion that that we believe will benefit customers and will make a living for ourselves and our employees. As the business grows, we hire more employees and the business grows and prospers.

With that growth is the imperative need to have all employees understand what we really sell, why we're here and why we're in business.

The UPS story is one of the stories you'll hear. It is about UPS learning they are really in the "Where is my package" business and not in the package delivery business. It revolutionized their business model and that of their competitors when they scrambled to catch up.

It is a fact that when we listen to our customers, they will tell us what it is they really want to buy.

Your audience will be entertained and inspired by what they hear. They will also receive real "take a ways" in terms of how to ask their clients what they really want to buy. Clarity is the key to success!

How do I get ahead of my competition?

This keynote is delivered by either Norma Havens or Bob Belknap and is well suited for both to deliver. It is best suited for 60 minutes and can be adapted to 45 minutes. It is designed for management and sales departments. It may be utilized by associations, conventions and company meetings. This will also require a 2-4 inch rounded river rock, enough for each attendee and markers to pass around so a word can be written on the rock. For clients within a 50 mile radius of Reno, Nevada, we will provide the rocks and markers as part of our speaker's fee. For clients outside of the 50 mile radius, you will be responsible for providing the rocks and markers.

10580 N. McCarran Blvd. #115/359
Reno, NV 89503

(877) 414-9985 Toll Free * (775) 746-5340 Office * (775) 746-5341 Fax
www.UniversityOfStreetSmarts.com

There are hundreds of competitors out there with solutions that are as good as, worse than and some that are better than mine. How do I step out from the masses and convince the customer to look at me?

There are three ways to accomplish this. They are differentiate, differentiation and differentiated. Having been in sales since we were about 8 years old, we have come across almost every situation or have heard about almost every one.

We give you 3 distinct ways to differentiate yourself and your company from the “competitor from hell” who wants to take your business away.

This keynote includes the Stone Soup component. Hence the special requirement mentioned above.

This keynote has resonated well with all kinds of groups ranging from Networking groups, unemployed and underemployed executives support groups and sales departments and is adaptable to a variety of audience types. Your audience will be entertained, motivated and ready to get going.

Keep Your Running Shoes On!

This key is delivered by either Norma Havens or Bob Belknap or both. We will need (depending on the number of attendees) old pairs of running shoes available from local thrift stores. Clients within 50 miles of Reno, will have those supplied by us. Those outside of the 50 mile radius will need to supply the shoes and we will discuss the quantity. They are available in the thrift stores for about \$1 to \$2 per pair. Typically we'll need about a dozen. At your option, we may also have copies of *Who Moved My Cheese*, by Dr. Spence Johnson, MD available for give away.

Imagine what it would be like if your employees felt so engaged in the company and offered ideas on new business opportunities or found ways to improve operational efficiencies. Keep Your Running Shoes On is a campaign started in October of 2008. The campaign involves symbolically and physically maintaining an attitude of always looking for new possibilities and opportunities. Business has changed and is no longer conducted the way we did before.

10580 N. McCarran Blvd. #115/359
Reno, NV 89503
(877) 414-9985 Toll Free * (775) 746-5340 Office * (775) 746-5341 Fax
www.UniversityOfStreetSmarts.com

We all know the cost of hiring and training new employees. What would it look like if the employees loved their work because their opinions count and ideas are valued? And like drops of water, one small idea combined with another small idea makes a little better idea. The goal is to develop a stream that involves our people...because we want them having a positive belief and contributing to positive buzz in the community where we are.

Free to everyone is our Weekly Shoe Gram which is an idea starter, if needed, for your weekly Running Shoe Monday meeting.

This is a very motivating keynote that has been well received in many areas with many diverse groups. Perhaps you'll adopt the concept and start wearing your running shoes to work on Mondays.

Oh by the way...

This keynote is principally delivered by Bob Belknap. It is adaptable to 30 minutes or one hour and is ideal for breakfast, lunch or dinner events.

Oh by the way is a sales technique that is also used by attorneys in the court room. It is fondly named after the television character Colombo, the New York City detective portrayed by Peter Falk.

This speech demonstrates how Oh By The Way can be the defining moment that makes a lasting impression with a customer. It helps solidify relationships and frequently has closed a sale.

It is the title of our soon to be published book. We will also be collecting stories to be used in a follow up book.

WOW – Them with your Customer Service

This keynote is delivered by either Norma Havens or Bob Belknap and frequently by both. It is well suited for 60 minutes or can be adapted to 30 minutes. It is designed for companies, departments within your company, trade associations and conventions and can be done as a keynote and/or as a workshop.

WOW – Them with your customer service is all about giving uncommon and exceptional customer service. We've all heard the expression that the customer is king.

We want everybody in a company to understand that the customer is King and we need to take exceptionally...and uncommon customer service to separate and differentiate us from our competition.

Sam Walton once said, "The customer can fire you at any time...by taking his business across the street."

WOW – Them with your customer service goes beyond being nice. It is something that your whole staff can understand and buy into.

Your audience will be entertained and will become a part of the presentation with enthusiasm, clarity and purpose.