

The Power of Understanding People

PROMO

One of Dave's most requested programs; ***"The Power of Understanding People"*** provides the tools to understand each participant's own unique communication and leadership style. This info-filled, energizing training event provides an ideal combination of strong content, laugh-out-loud humor and audience interaction. Attendees discover the cornerstone of high performance and tips for enhancing communication, teamwork and influence. Further, risk management and worker's compensation professionals obtain valuable tips on client interaction, safety marketing and program leadership. This program was named the **Meeting Madness Winner 2013 for best event of the year by Meeting Professionals International** at the World Education Congress in Las Vegas. In December 2013, the book of the same name was released and was immediately named **Best Business Book of the Month by Amazon**.

Dave's Bio



Since founding **the Leadership Difference** in 1995, over 400,000 people have attended Dave's "enter-TRAIN-ment" seminars on topics that include leadership, customer service, selling skills, and personal performance enhancement.

In 2013, Dave was named **Best Speaker of the Year** at Meeting Professionals International's World Education Congress in Las Vegas. In 2015, Meetings and Conventions Magazine named Dave one of the **Best Speakers of the Year**. Dave has served as an adjunct professor at the University of Illinois and Walla Walla Community College where he serves on the business advisory board, has a master's degree (M. Ed.) in Global Human Resources Development and is designated as a Certified Advanced Wine Sommelier. His "laugh and learn" style makes him a popular host for non-profit fundraising events.

Dave is the author of four books. ***Live and Learn or Die Stupid!*** focuses on personal contentment and performance excellence. His second book, ***The Power of Understanding People***, was an **Editor's Choice for Best Business Book by Amazon**. His third book, ***The Power of Understanding Yourself***, was released in January 2019 and was an **Editor's Pick by getAbstract**. Dave's fourth book, ***Peak Performance Culture: The Metrics of Operational Excellence***, is due for release in September 2020.

"From the moment Dave takes the stage, he captivates from beginning to end. His speaking ability and overall ability to communicate with all different types of people is amazing. The Power of Understanding People combines insight, entertainment, humor and inspiration to positively impact every relationship. His enthusiasm has inspired us all." – Gwen H. Wilson, Public Relations Manager – Orange County Convention Center, Orlando, Florida

"Dave spoke to a group of around 150 people as though it were a room of 20 - 30. He is quite adept at connecting with his audience regardless of size. That event, which was geared towards a group of folks focused on risk management, was so memorable that I still have the notes I took and consider it to be one of the most powerful presentations I've seen in my 15 years as an executive." – Elizabeth Sasser, Chairman of the Programs Committee, Wake Forest University

"I have to tell you that our meeting evaluations also came back. You got a 5.2 out of 5. There were several people who gave you a 5+++ You were memorable!!!" – Mary Mycka, Executive Director of TempNet



Brad Hurtig

Keynote

Find a Way

Brad's Find A Way message is both personal and inspiring. After a manufacturing accident in high school that left him with no hands, Brad had to find a way to move forward and learn a new way of life. His story about how he changed his mindset, adapted to his new reality and persevered has inspired thousands of people to not only survive their own life's setbacks but to thrive.

The proposed content will directly improve the employers, adjuster/agent's role by providing them with safety choices and give them insight into having a workplace environment that will enhance the safety of all employees. Additionally, claims professionals will know how to use the strategies discussed to potentially affect litigation and reduce claim costs.

Brad Hurtig was a student-athlete in a small town in Northwest Ohio. Only days after finishing his sophomore year of high school, at his job, a devastating accident resulted in the amputation of both of Brad's hands.

Through hard work and determination Brad soon rejoined his high school football team. In his senior year, Brad led his team defense, recording 111 tackles and received all-state honors all while playing with no hands. Brad's inspirational story of triumph quickly captured national headlines.

Themes include attitude, character, safety choices, and leadership. These topics are prevalent in the context of his life-changing and absolutely unforgettable story.