

Brian Hicks Speaking Kit

- Brian Hicks’ Biography 2**
- Keynotes & Presentation Topics 3**
- Praise for Brian’s Presentations 5**
- About the Book: The Tinderbox Tapes 10**
- “An Evening with Brian Hicks” 11**
- Brian’s Story: Why He Started over at 40 12**
- Promotional Photographs/Graphics 13**
- Booking Brian 14**



Brian Hicks' Biography

With an onstage energy that's been called "an adrenaline rush," Brian Hicks is quickly becoming a sought-after speaker across the country.

Known for his humor and "truth told in love" delivery, Brian has been called everything from Bill Cosby to Billy Graham by audiences all over the United States. With a message that's funny and unapologetically inspirational, it doesn't take long to understand why he's consistently asked back as a return speaker, and why audience members refer to him as "a natural," "entertaining, informative & inspirational," and "the best and most relevant speaker to date."



Combining personal experience, time-tested wisdom and entertaining stories about historical figures like 18th century minister John Wesley & inventor Thomas Edison, Brian challenges audiences to do what they're capable of doing, regardless what they hear on the news or who's running Washington. His philosophy is that **you cannot grow your organization without growing the individuals in it, but when you grow individually, your organization grows exponentially.**

And he's been practicing what he preaches for over 2 decades.

He enjoyed an enviable 20-year career with Aflac, the top supplemental health insurer in the world. He started as a sales associate while in college, and after graduation, moved into management. For 15 years, he trained and motivated salespeople and their managers, speaking in all 50 states, Guam, Puerto Rico and Japan. His efforts even landed him in The Smithsonian Institute! He led the #1 state sales team in the company, with \$45 million in annual sales in 2008, experiencing double-digit sales growth in each of his 9 years with the team.



But after experiencing such success, Brian & his wife determined they were not doing all they were capable of doing.

So on July 4, 2009, he walked away.

Since then, Brian has created an online personal development club, a blog and audio programs. His 1st inspirational novel, *The Tinderbox Tapes*, will be released in January, 2012. He also pens a monthly inspirational column for *Benefits Selling Magazine*, the leading resource for brokers, agents and consultants in the benefits industry, and blogs at <http://thetinderboxtapes.wordpress.com/>, also known as *Brian Said...*

Brian lives just outside Nashville, Tennessee with his wife of 19 years and their 3 boys. They enjoy frequent Jeep rides in the country, cooking out on the grill and cheering for their beloved Florida Gators on Saturdays in the fall. On a typical weekday morning when he's not traveling to speak, you can find Brian & Tina at their favorite coffee shop, where he writes and she edits. And somehow they remain happily married!

You can learn more at www.brian-hicks.com.



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Brian Hicks' Keynote & Presentation Topics

Keynote Speeches and Workshop Topics

Astound Yourself Today - How to Create the New World of Your Dreams

The philosophy Brian discusses in this popular keynote is “The Foundation for The PLU Nation,” and is the basis for his inspirational novel, *The Tinderbox Tapes*.

Most people dream of creating a new world - whether it's a relationship radically restored or a purpose passionately pursued. It's part American Dream, part Divine Providence. But few people get beyond the dreaming to the doing. Brian believes that in America, that's unconscionable.

Thomas Edison dreamed of creating a new world and then he created it. Edison said, "If we all did the things we're capable of doing, we would literally astound ourselves." In this keynote, Brian encourages your attendees to astound themselves each day by reminding them that astounding themselves is easier than it sounds. It simply requires daily discipline. Of course, there's the rub.

In this program, Brian challenges audiences to dream of creating their new world & then go do it - following a simple philosophy used by people like Edison for centuries.

Delivered in keynote or workshop format - customized for leaders and your organization at large - your group will better understand that success is not a magical, inexplicable outcome but rather the result of fundamental attitudes and activities.

Is Anyone Coming to Watch You Burn? - Busting the “Set it & Forget it” Myth

18th century minister, John Wesley, was once asked how he attracted such large audiences to hear his town square sermons - especially in a time when open-air preaching was taboo. He responded, "God lights me on fire & people come for miles to watch me burn." Brian asks your group, "Is anyone coming to watch *you* burn?" Too many people today are answering that question with a definitive "no."

This program focuses on our need to keep the fire of our passion burning, at work and at home. Your group will learn how the presence of passion attracts others while a lack of passion repels them. Whether you're a parent, partner, leader, teacher, salesperson, customer service rep or anyone seeking to influence others, if no one is coming to watch you burn, you've got a problem.

We live in a “set it and forget it” world. We have irrigation systems to water our lawns, bank software to pay our bills and even remote controls for our fireplaces. For all the good we derive from technology, its downside is that it propagates the notion that “set it and forget” is the definitive answer for nearly every area of our lives. In his self-proclaimed, “Cheesiest motivational speaker phrase,” Brian tells your audience, “There are no gas logs in your heart. You have to tend that flame *daily*.”

Also delivered in keynote or workshop format - customized for leaders and your organization at large - your group will walk away with a renewed commitment to maintaining their passion for excellence in all they do, understanding that it's a daily discipline that anyone can adopt.

The Leader's Debt - Retaining the Privilege of Being Called a Leader in Your Organization

American Express has it right: Membership has its privileges. And being a member of your organization's leadership team is indeed a privilege.

But every privilege has its price. We call that price, *The Leader's Debt*.

In this workshop, Brian explores what he calls "the payment plan" for retaining the privilege. He'll challenge your group to embrace the notion that they owe a debt to:

- 🕒 **Their department/division/company leadership - What it means to be loyal and why you can't succeed without it**
- 🕒 **The employees they lead - How to create a "Culture of Commitment" in your group**
- 🕒 **Themselves - Why the good ones don't stay long, and the one thing you can do to change it**

Your leaders will learn the practical, time-tested techniques Brian employed for over a decade to engage employees, increase productivity and create an environment that fosters truly astounding results.

It's still true that some leaders fail to empower their employees because they fear for their own position, yet successful leaders have known for decades:

You cannot grow your organization without growing the individuals in it, but when you grow individually, your organization grows exponentially.

After this workshop, your leaders will embrace this mantra as they learn how it actually makes them *more* secure - and more likely to get a promotion!

As a follow-up, your leaders will have the option to receive a free **daily email** from Brian that reinforces the lessons learned in the workshop.



Praise for Brian's Presentations

Brian is dynamic, keeps the crowd engaged and delivers a home run every time. I have had the pleasure of seeing him speak three different times and each time was better. He keeps the audience engaged and I have heard nothing but positive feedback after all of the events he has put on. He can tailor a message specifically to your team better than anyone I have seen so far. He inspired our leadership conference attendees.

- Chad Schneider, Arizona
Region Vice President - Region 7
National Association of Health Underwriters

I knew you would bring some value to our meeting but I did not expect the performance we witnessed. The energy was high from the minute you stepped on stage. You hit a cord with every level, and associates new and veteran...with a very relevant message to an Aflac crowd that only you could uniquely perform.

Thank you for helping us to make this a truly successful day. I would highly recommend you to all of my fellow SSCs and look forward to having you back.

- Les Heinsen
State Sales Coordinator, Aflac
California North/Nevada North

Both fascinating and entertaining. Our only regret is that we didn't have more time for you on our agenda. You were certainly the highlight of our two-day conference... We hope you will consider returning to work with us again.

- Tom Giddens
Senior Vice President - Director of Sales
Aflac, Inc.

Awesome! We feel so fortunate to have found you, and look forward to a long-lasting professional relationship!

- Susan Miller, Director
Cunningham Center for Leadership Development at Columbus State University
Columbus, Georgia

It was great! Your content, while entertaining, is also motivating. It will be a pleasure to recommend you to others.

- Marti Veto
President
Greater Cool Springs Chamber of Commerce
Franklin, TN

You are the best! Thank you again so much for all that you have done over the last few days. You are such a great speaker and I hope that your energy and motivation will make a permanent impression on the minds of our producers.

- Darlene Edge
Personal Lines Manager - Flying J Insurance Services
Ogden, Utah

You're by far the best and most relevant speaker I've heard to date.

- Ray Keech
State Sales Coordinator, Aflac
Oregon/South



Thank you for speaking at the Chamber's January membership lunch. I've heard nothing but great comments and I think there's going to be a lot more astounding going on in Middle Tennessee! I look forward to seeing you again soon.

- Guy Crossley - VP/Marketing, M. Lee Smith Publishers LLC
Vice Chairman
Brentwood-Cool Springs Chamber of Commerce
Brentwood, TN

I have been saying your name in my speeches because I just love the saying, "If we all did what we were CAPABLE of doing, we would astound ourselves." What a great message. I've repeated that so much. Great message, Great delivery.

- Teresa White
Chief Administrative Officer
Aflac, Inc.

Thanks again for your energy and passion. I hope everyone got what I did...an adrenaline rush!

- Chris Stout
Financial Advisor
Shoemaker Financial
Franklin, TN

All I can say is WOW! Brian sends the right message at the right time.

- Lynn Barnson
Vice President - Southwest Territory
Aflac, Inc.

I had so many 'Thank you', 'He was awesome', and 'The best in many years'... Everyone from the President to the Board of Directors to my boss had nothing but great things to say about you. I had a gut feeling and you far exceeded my expectations.

Our group ranged from 6 months to 90+ and they were all entertained and left with a message. I am looking forward to booking you for our spring meeting...

- Peter Van Gulick, Operations Manager
Farmers Union Service Association
Greenwood Village, Colorado

Brian was at the NJ-N/NY-S kickoff meeting and he was exciting to listen to, not to mention educational. If you are looking to hire a speaker at your next meeting I would encourage you to consider Brian. With 20 years of experience, his message is relevant.

- Michael Chille
Vice President - Northeast Territory
Aflac, Inc.

Your message was powerful, inspirational, and filled with humor...I've received several positive comments from agents.

- Curtis D, Crosson, CLU, ChFC, LUTCF
Agency Manager - KS District #4
Farm Bureau Financial Services
Hutchinson, Kansas

I just wanted to say THANKS for delivering a message to our entire Texas/Dallas team that was "spot on". I have heard so many positive comments from our folks. The message resonated with them all! You are welcome back anytime!

- Scott Webb
State Sales Coordinator, Aflac
Arizona



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Thank you so much for sharing your wonderful talent with us ladies. Everyone loved it.

- Carolyn Smith
Women of Wynnbrook (W.O.W.)
Columbus, GA

Engaging, energetic and motivating... We feel fortunate a speaker of his caliber brought his message to our 300+ employees. Since his discussion and thru reinforcement of his message, our productivity has increased by 10% across the department. The discussion was so compelling, the VP of the division asked him to come back and provide the same message to the Customer Service Center employees. What a great speaker with a great message!

- David Schuetz, Manager
Policy Service Department
Aflac Worldwide Headquarters

Thanks for a great talk today. I thoroughly enjoyed your presentation and could definitely feel your passion... Your speech was very motivating for me.

- Mary Ellen Berreth
Sr. Marketing Recruiter
Aflac, Inc.

Your message, delivery and overall presentation this morning was outstanding! We look forward to having you back again at the upcoming event for the CSC.

- Virgil R. Miller
Vice President - Client Services
Aflac, Inc.

I was impressed by how the crowd received you. It could not have been a more positive, spot-on message. I was impressed and inspired.

- Josh Kirkland
State Sales Coordinator - Colorado
Aflac, Inc.

Brian spoke for our group of about 70 ladies in ages ranging from 30s to 80s. We found him very entertaining. All of our ladies found something that "hit home" and enjoyed laughing at themselves. Thank you. You were great. We really enjoyed having you.

- Emily Hutchens
Columbus Christian Women's Club

I still can't believe how you knew exactly what my team needed to hear. It's like we scripted it ahead of time! You did a terrific job!

- Judy Bird
Regional Sales Manager
Dalton, GA

I just wanted to say how much I enjoyed hearing you tonight. You made me laugh until my sides split! You were very captivating... You obviously have been gifted in this area.

- Lee Woolbright
Columbus, GA

What a great gift! Many prayers to you on your journey. I can't wait to see how God uses you!

- Tracey Elliott
Mothers of Preschoolers (MOPS) Coordinator
Albany, GA



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We owe you a big THANK YOU. God blessed our day more than we could have ever dreamed, and your talk was a BIG part of inspiring our team to even greater heights. God truly has given you an unbelievable gift... Your light was shining... Thanks again for impacting our lives.

- Joe Frank Harris, Jr.
Regional Sales Coordinator
Cartersville, GA

Please accept my thanks for excellent training and some GREAT laughs! I do not think I have laughed so hard with a group in many, many moons. Your energy level while not feeling 100% was an inspiration. It is evident that you love what you do.

- Rebecca Roby, Pace, FL



And From Conference Attendees

"I appreciate every ounce of energy you brought to the stage." - Oregon

"You did an amazing job and we loved everything you said! Good to be reminded the tough times are the price we pay so we can have the reward." - Utah

"Great motivator & trainer! I've been in banking for 16 years so I've attended several training & sales meetings. Your training was the best I've ever attended! Glad to be a part of this... first day of the rest of my life." - Florida

"I feel like you captured everything me & my husband are going through. Not only do I now understand his dream, but I think he understands my questions & concerns about this new venture. You were very funny & motivating. Many of us were inspired by your great counsel." - Utah

"Thank you so much for speaking at our meeting last night. You absolutely had me in stitches! I've been thinking about the things you said & how they were so spot on! Speakers like you really impact us. Keep up the great work! - Kentucky

"He's entertaining... informative and inspirational." - California

"His passion was obvious from the moment he opened his mouth." - Alabama

"Your joy is a great example of the love and compassion you share on the inside as well as the outside. Thank you for sharing with us." - Alabama

"Brian's high energy, enthusiasm and humor are a real asset." - Florida

"It was well organized, funny... I even cried one time! Thank you!" - Georgia

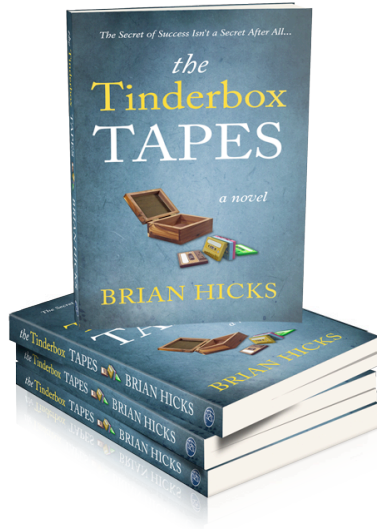
"His delivery, presentation and enthusiasm is absolutely the best I've seen..." - Alabama

"Brian Hicks made me laugh for three straight days!" - Tennessee

"He's part comedian and part preacher. I've never seen anyone like him!" - Tennessee



About the Book - The Tinderbox Tapes



The Tinderbox Tapes is the story of Michael Turner, a man who is asking, "Can we really steer our lives in the direction of our dreams, or does life just happen to us?" His wife surprises him with 6 cassette tapes, originally recorded by his late father and given to Michael on his 9th birthday, just days before his father's death. As Michael listens to them for the first time 25 years later, he finds himself re-evaluating his priorities as he's faced with life-altering decisions.

Brian writes in the tradition of the late [Og Mandino](#) (whose books have sold 50 million copies worldwide & been translated into 25 languages) and current New York Times Bestselling authors [Andy Andrews](#) (*The Traveler's Gift*, *The Noticer*) and [Mitch Albom](#) (*Tuesdays with Morrie*, *The Five People You Meet in Heaven*).

"I believe we all dream of creating a new world for ourselves and our family," Brian says, "It's part American Dream, part Divine Calling. All my life, I've been encouraged by books that shaped my philosophy about creating that new world. In fact, those works have driven me to join the ranks of those authors in the hope I might encourage others in their journeys."

"In my 20 years training and managing salespeople," says Brian, "I was always struck by people's reaction to books. The greatest responses from my teams were always to the stories. Those nonfiction books that give us habits or laws are often enlightening in life-changing ways, but people who won't pick up those books will find themselves interested in a story, and in turn find enlightenment through that mechanism. Those are the people for whom I write."



“An Evening with Brian Hicks”

This evening event is perfect as a stand-alone or after-dinner program. It promises big laughs & an inspiring message that will have you rethinking your own story and what you’re doing to pursue your God-given purpose.

Unlike the keynotes and workshops, this 90-minute one-man show format is called, *Brian Unfinished: What Happens When a Writer Asks God For a Story to Tell?* Aimed at faith-based audiences, it's a little bit Mark Twain -- or at least the way I imagine Mark Twain did his shows -- combining standup style comedy with thought-provoking storytelling.

When I left the safety of my 20-year career, I had it all figured out. My wife & I had prayed through the decision for nearly 4 years. We included our boys in the process and they were ready to move, too - at least as ready as any kid.

The plan was to write a nonfiction self-help book, secure a speaker’s bureau and launch my solo speaking career. After all, I had helped lead the #1 sales team for the #1 company in the world in their industry, and Aflac's duck is practically iconic. I'd been speaking and training for nearly 20 years across the country with this international company and eventually I was consistently receiving standing ovations.

A solo speaking career was a no-brainer. Slam dunk.

Except that it wasn't.

Everywhere I went, the response was the same. "You need a compelling story to tell, Brian. You just don’t stand out from the crowd enough. You’re too plain." One manager even told me I was at least 5 years away from making “quit your job” money. I was 40 years old and had *already quit my job*. I didn’t have 5 years.

But much to my chagrin, they appeared to be right.

After all, I hadn’t climbed Mt. Everest; didn’t immigrate here with \$5, 2 pants and 1 shirt; never fired a machine gun, so I’m pretty sure I didn’t kill Osama bin Laden. So believing I needed a more compelling story than I had, and having no idea where to find one, I asked God to give me one. Here's what I didn't know: When you ask God for a good story, you'd better be serious. Because He’ll give you one. A compelling one.

"Brian Unfinished" is about what happened next, including principles I write about in *The Tinderbox Tapes*.



Brian's Story: Why He Started Over at 40

People often ask why I started over at age 40. After all, I had been with the same company for 20 years, an accomplishment that's becoming more rare than a South African Legless Skink. I had held numerous positions in sales, management & training. I was so comfortable in my job that I could do it in my sleep. I'd created multiple positions that have become integral parts of the company's operations today. I even landed in the Smithsonian Institute!

The company, the people and the opportunity were truly one-of-a-kind, but something was missing.

So my wife and I made the decision to walk away. We believe God put us here to encourage and inspire those who are seeking to fulfill their God-given purpose, which also serves as the example we want to be for our 3 boys.

I wouldn't have guessed it 20 years ago, but working with 100% commission-paid salespeople was the ultimate training ground for a preacher's kid with a heart for helping people achieve their dreams. If those salespeople didn't sell, they didn't eat. Therefore, they quickly learned that self-discipline & motivation were the critical skills they must master. My job was to support them by providing those "ideas & inspiration" I talk about on the site - those things that encouraged them, broadened their thinking, expanded their perspective. To do that, of course, I had to expand *my own* thinking.

Malcolm Gladwell, in *Outliers*, says it takes 10,000 hours to become an expert in a given area. In other words, if you spend 10,000 hours sailing, you'll become an expert sailor. If you sailed 40 hours a week, you'd be Jacques Cousteau in 5 years.

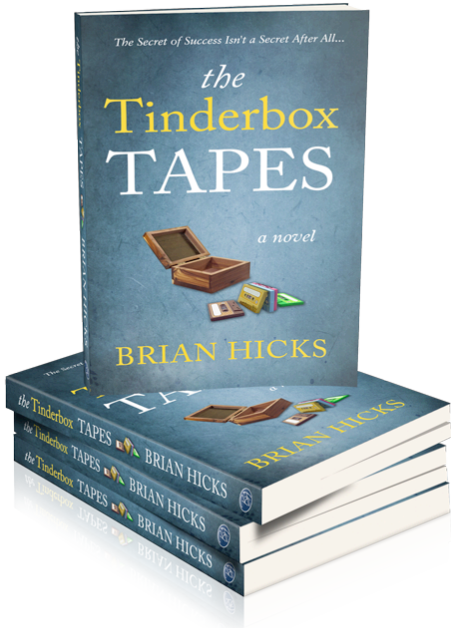
Twenty years in my previous career made me a personal development expert... several times over. And it inspired me to take the lessons I learned outside the "bubble" of the company with whom I worked.

My passion is for those who long to create their new world - to restore a relationship or pursue a God-given purpose. It's lonely out here on your own, trying to persevere through setbacks & disappointments. It's easy to get down, to be tempted to give up.

You need a place to expand your perspective, broaden your thinking. I call it "tending the flame," keeping your fire burning - like John Wesley - and it's why I'm here.



Promotional Photographs/Graphics



BRIAN HICKS



BRIAN HICKS

Booking Brian Hicks

Brian's goal is to make the booking process as simple as possible.

STEP ONE: Reach out! You can contact Brian directly at info@brian-hicks.com. If you prefer to complete a short form with basic information about your event, please visit www.brian-hicks.com/Bookings.htm.

STEP TWO: Discuss your event with Brian and settle on the details, after which he emails a contract.

STEP THREE: Email him back a signed contract with deposit payment (credit card or check) and the date is secured.

It's that simple, and you don't have to give it another thought. Brian will communicate every step of the way, even texting your staff at travel checkpoints, so you'll know when he's "safe & sound & on the ground" at your event.

