



Leaders Start Here

Answer your audience's call to inspire

Sure, in business people check off an action item because they *have* to.... But what if they were so moved that they *wanted* to do it? You must *earn* the license to lead. Not by expertise, authority or title alone, but by influence.

Sound familiar?

- ▶ You work in a matrixed organization, where it's tough to make things happen without formal authority.
- ▶ Colleagues always hijack your meetings.
- ▶ Despite being armed with facts and figures, you fail to create urgency and inspire action.

"The Decker approach... offers the frame-work to become a first class connector. If you want to grow your leadership skills in a manner that is authentic and lasting, there is no better place to start than with Decker Communications."

Walt Bettinger, President and CEO,
The Charles Schwab Company

"Effective communicating is the #1 skill needed in business today, and the Deckers have unlocked the key ingredient: communicating to inspire an audience... Inspirational communication—and the culture it helped create—led my team to achieve what many thought impossible."

Jennifer Van Buskirk, President,
Cricket Wireless

"Getting presentation tips from the Deckers is like getting basketball tips from Phil Jackson. They've seen it all and worked with the best."

Chip Heath and Dan Heath, Coauthors,
New York Times bestseller *Made to Stick: Why Some Ideas Survive and Others Die*

Decker
COMMUNICATIONS

Wake Up, Shake Up and Inspire Your Team

Industry conference? Management off-site? Sales kickoff?

Let Ben Decker and Kelly Decker energize and transform your audience with a 60 or 90 minute keynote sharing the insights of *Communicate to Influence*.

Real-World Stories, Relatable Insights

Ben Decker and Kelly Decker reveal breakthroughs from their extensive work with C-level executives that anyone can apply immediately.

Remember: There's no such thing as private speaking.

- ▶ Learn the Five White Lies of Communicating: What's holding you back?
- ▶ Experience a new framework and tools that help you craft influential messages quickly and easily, every time.
- ▶ Practice the Behaviors of Trust: Align *what* you say with *how* you say it.



WARNING: *Communicate to Influence* is radically honest and at times raw. It will feel new and uncomfortable. It will stretch you, push you and hold you accountable. It transforms people and organizations. **That's why it works.**