

# Zack Friedman

## Bestselling Author, *The Lemonade Life*; Leadership and Happiness Expert

Please contact a GDA agent for information.

### Topics

- Business Growth / Strategy / Trends
- CEO
- Change Management / Organizational Change
- Corporate Culture & Governance
- Ethics / Values
- Investing / Personal Finance / Retirement
- Leadership
- Teamwork / Teambuilding
- Virtual
- Work-life Balance



### About Zack Friedman

Zack Friedman helps companies and people reach their full potential.

Millions of people rely on inspirational thought leader Zack Friedman for advice, including more than 200 million people in 125 countries who have read his powerful insights in *Forbes*. Friedman is the bestselling author of the blockbuster book, *The Lemonade Life*, which debuted as the #1 new business audiobook on Apple's bestseller chart. Apple also named *The Lemonade Life* audiobook, which Friedman narrates, a Must Listen and one of "Fall's Biggest Audiobooks." Zack's writing also has been translated into 7 languages.

Zack combines his deep experience as an entrepreneur, CEO, investor and author to deliver inspiring, motivational and actionable keynotes that drive results. Through engaging storytelling and real-world examples, Zack isolates the habits and behaviors that significantly drive innovation, creativity and energy for every audience.

A Wharton MBA and Harvard alum, his thought-provoking leadership lessons have been formed by his travel to all 50 states and 30 countries. Zack has interacted with presidents, prime ministers, CEOs and billionaires – and shares his fresh insights on leadership, happiness and transformational change that will inspire you to take action.

Zack's work has appeared or been referenced in numerous publications including *Forbes*, *Business Insider*, *CNBC*, *Harvard Business Review*, *New York Times*, *Washington Post*, *Entrepreneur*, *Inc*, *Fast Company*, *Yahoo Finance*, *MarketWatch*, *NBC News*, *U.S. News & World Report*, *Politico*, *New York Magazine* and others. He also appears regularly on national television and radio.

Zack Friedman is an electrifying keynote speaker for audiences ranging from startups to Fortune 500 companies, from universities to government agencies, and to the general public.

### Select Keynotes

- **How To Lead The Lemonade Life**

Every day, we all make a fundamental choice to lead one of two lives: the Lemon Life or the Lemonade Life. The Lemon Life is about excuses, blame and settling for less than your best self. The Lemonade Life is leading life with purpose and possibility. These lessons apply to individuals and organizations alike. In this inspiring keynote based on Zack's bestselling book, *The Lemonade Life*, you will learn central tenets of positive psychology and leadership, including:

- ◊ The 5 "switches" that will change your life and business
- ◊ How leaders transform into Daring Disruptors
- ◊ How organizations can lead The Lemonade Life
- ◊ How organizations can think and act like a startup

- ◊ The greatest lessons from the most successful Lemonade Lifers (from Warren Buffett and Jack Ma to Sam Walton and Ray Kroc and more)

- **Live Your Daily Championship: How To Unlock Your Potential In 60 Minutes**

We all want to reach our potential and lead our best life. How do we win at work and at home? In this practical, action-oriented keynote, Zack Friedman takes you on an exhilarating ride where you will learn:

- ◊ How to develop your best self to achieve peak performance
- ◊ How to remove the roadblocks to personal and professional happiness
- ◊ How to apply the art of failure as an essential tool for self-improvement
- ◊ Why you should take everything personally and always take no for an answer
- ◊ How the world's most successful leaders and entrepreneurs transformed from their lowest point to their highest one

- **The Secrets To Happiness At Work**

During our career, we spend up to 70,000 hours or more at work. We want our team members to be happy at work so they can thrive, be active participants in your organization's mission and serve customers and clients. How do we inspire more greatness at work? How do we lead with purpose? How do we develop a culture of transparency to increase trust?

In this motivational keynote and call to action, Zack shares the secrets to improve your organization's culture, increase productivity and drive results.

You will learn how to:

- ◊ Create purpose and possibility in your organization so that every team member feels valued.
- ◊ Foster a culture of excellence driven by transparency, trust and cooperation.
- ◊ Use the power of happiness to become the bedrock principle for organizational and team member success.
- ◊ Leverage the teachings of a 14<sup>th</sup> century monk to revolutionize the way you think about your organization.
- ◊ Teach your team members the surprising reason why it can be more important to have a "can't do" attitude than a "can do" one.

- **Think Like A Start-Up: How To Compete In A Tech-Driven World**

No matter your organization's size or industry, there is a young, hungry start-up planning and plotting to drive disruption and innovation. In a transformative, technology-driven world, every organization must transform to address this reality. In this motivational keynote, you will learn:

- ◊ How to think like a revolutionary start-up
- ◊ How to position your organization to embrace a start-up philosophy to drive innovation and disruption
- ◊ How to apply 5 winning habits of successful entrepreneurs and avoid the 5 pitfalls of start-up mentality
- ◊ The 3 ways that Daring Disruptors disrupt the competition

## Select Book Titles

- **2019:** The Lemonade Life: How to Fuel Success, Create Happiness, and Conquer Anything

## Select Articles

- [Warren Buffett and Zack Friedman have a life-changing lunch](#)

Read all about the life-changing lunch between Zack Friedman and Warren Buffett. Business Insider has the exclusive news and also features the Introduction to Zack Friedman's highly-anticipated, blockbuster book, The Lemonade Life.

- [How To Be Happy: 20 Ways To Be Happier Today](#)

Want to know the secrets of how to be happy? Zack highlights 20 powerful ways to be happier today.

- [Here Are The Secrets To Happiness At Work](#)

Zack shares the unconventional and powerful secrets to happiness at work.

- [Zack Friedman shares the secrets of how to create and spread happiness](#)

Zack Friedman was profiled in Authority Magazine. In this interview, Zack shares the secrets to more happiness and success in life and at work. Zack inspires us to lead with purpose, and shares the importance of mentors, how to create and spread happiness, and how to create more possibility in our life.

- [Google Says The Best Managers Have These 10 Qualities](#)

Zack shares the 10 leadership qualities that Google looks for in its best managers.

- [Think Like A Startup: 4 New Employee Benefits To Attract And Retain Talent](#)

Want to think like a startup? Zack shares the new employee benefits that forward-thinking companies use to attract and retain talent.

- [I've spent nearly 15 years working in finance, and here are the 7 best pieces of advice I can give you about money](#)

Check out this fantastic interview in Business Insider with Zack Friedman, Founder & CEO of Make Lemonade, about his best business advice. Zack shares his deep insights as an investor, entrepreneur and author that will help drive transformation. His advice is inspirational, motivational and highly relatable.

- [13 Secret Questions That Google Uses To Collect Employee Feedback](#)

Zack shares the 13 questions that Google uses to collect employee feedback.

- [Richard Branson Shares His Best Business Advice In 4 Letters](#)

Zack Friedman shares Sir Richard Branson's best business advice in four inspiring letters that Branson wrote to the 10, 25, 50 and 65-year-old versions of himself.

## Select Testimonials

"Change starts with a change in perspective. Easy said, but not easily done. Zack Friedman shows us how to make lasting change in The Lemonade Life, a book rich in encouragement and practical advice. The Lemonade Life is a game changer." —Beth Comstock, author, Imagine It Forward and former Vice Chair of GE

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"Zack Friedman has the mind of Tim Ferriss, the passion of Gary Vaynerchuk, and the heart of Tony Robbins. The Lemonade Life is the must-read book of the year for entrepreneurs and leaders. It will change the way you see the world." —Brian Roberts, CFO of Lyft

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"The message of The Lemonade Life resonates loudly with me: 'everyone has a shot at greatness.' Other books speak at you; Zack Friedman's book speaks to you. The Lemonade Life is thought-provoking, engaging, and a compelling reading for anyone who seeks positive change." —David Novak, co-founder and former Chairman & CEO, Yum! Brands (KFC, Pizza Hut, Taco Bell) and #1 New York Times bestselling author of Taking People With You

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"Zack Friedman's new book, The Lemonade Life, is an immensely readable blueprint for finding that elusive pathway that leads to success and happiness. Unlike so many other books, Zack gives us specific things to start to do tomorrow and the next day to get on the road to the Lemonade Life." —David S. Pottruck, former CEO of Charles Schwab and New York Times bestselling author of Stacking The Deck

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"Zack Friedman is an inspirational leader for the next generation. In The Lemonade Life, Zack shows you clearly how to change your perspectives, behaviors and actions to lead your life with greater purpose. If you want to experience powerful transformation, read this book." —Marshall Goldsmith, #1 New York Times bestselling author of Triggers, MOJO and What Got You Here Won't Get You There

— *Marshall Goldsmith, #1 NYT Bestselling Author*

"Research is clear that mindset and believing your behavior matters have a huge impact upon your long-term success. Through stories and ideas, The Lemonade Life continually teaches your brain that change is possible if you remain positive and experiment with life." —Shawn Achor, New York Times bestselling author of Big Potential and The Happiness Advantage

— *Shawn Achor, NYT Bestselling Author*