

# Scott Burrows

**Top Inspirational Speaker; Former Wheelchair Athlete;  
Bestselling Author; Inspiring audiences everywhere to Turn Any  
Setback Into a Comeback.**

Please contact a GDA agent for information.

## Topics

- Change Management / Organizational Change
- Healthcare
- Inspiration / Achievement
- Motivation
- Overcoming Adversity
- Safety

## About Scott Burrows

If you are searching for a powerful, engaging and thought-provoking motivational keynote speaker who can set the tone for your entire conference and challenge your audience while adding takeaway value with high energy, humor and substance — or a closing speaker who can inspire and move your conference attendees into action — put Scott at the top of your list!

Scott's story is the hero's journey. By the age of 19, he played college football at Florida State University as a walk-on wide receiver for legendary coach Bobby Bowden and was a top-ranked kick-boxing Black Belt champion whose last fight was broadcast by ESPN. During that time, Scott's life changed dramatically on November 3, 1984, he survived a horrendous automobile accident as a passenger in a friend's car and broke cervical 6 and 7 vertebrae in his neck that left him paralyzed from the chest down and diagnosed a quadriplegic. Told he would be confined to a wheelchair for the rest of his life, Scott realized his split-second decision to not wear a seat belt altered his course forever.

Despite his grim diagnosis, Scott refused to be sidelined. After graduating from college, Scott's first career was as a Financial Advisor in the Insurance and Financial Industry for Northwestern Mutual. He specialized in life and disability insurance planning as well as retirement, estate and wealth planning. In his 5th year, he hit a huge goal and qualified for the prestigious Million Dollar Round Table (MDRT), the Premiere Association of Financial Professionals, which is a 100% commission-driven sales production award that fewer than 8% of his peers qualify for annually from more than 500 companies in 70 countries.

At the pinnacle of that career, Scott experienced yet another setback, a second automobile accident. Although he was buckled in this time, new injuries forced him to RE-evaluate, RE-invent and once again RE-ignite his life by practicing and executing what he preaches. During his recovery, Scott reminisced about the overcoming adversity speakers he heard at sales and leadership conferences. Their life-changing stories inspire you to chase your dreams regardless of obstacles or barriers. That's when Scott decided he would make the tough decision to leave an industry he had so much passion for to pursue a speaking career that has taken him around the world. He also took advantage of a once-in-a-lifetime opportunity to help expand his brother's multimillion-dollar golf course fertilizer, chemical and equipment business into Southeast Asia.

Scott is also the author of *Vision Mindset Grit!* In the Foreword, Scott's father defined those three empowering words: Vision refers to your goals and aspirations, the endpoint you are seeking. Mindset is the continual mental preparation and adjustment needed to meet oncoming challenges. Grit is the day-to-day determination to persevere when you are too tired, too sore or too beleaguered to continue on.

Scott has delivered his story in 45 states and in such countries as Australia, Spain, India, Thailand, Bermuda, Costa Rica, Mexico, the Czech Republic and Canada, as well as to our soldiers at the Minot Air Force Base.

## Select Keynotes

- **Success Strategies to Help Your Sales Team Stand Up to Any Challenge**

In today's competitive sales environment, many sales organizations are trying to maintain a winning and optimistic culture as they deal with an array of business and sales challenges. Perhaps today your sales team is weathering budget cuts or dealing with growing pains as your organization continues to expand both internally and externally while attempting to be number one in your industry and customer expectations. Maybe you are experiencing industry change right now while trying to differentiate yourself, your company and your solutions from your lower-



priced competitors. Perhaps you are looking to improve the sales process and how you approach C-level executives and decision makers as you do your best to reach new sales quotas and budgets. Or maybe you are feeling paralyzed by your competition, keeping up with new products coming to market as well as advancing technologies that are upending workflow and processes.

Whatever your challenges are, the true measure of success is how well you respond to adversity, change, setbacks and fear in the marketplace. Whatever belief system you employ must be powerful enough to conquer these obstacles and any other impediments to your personal and professional growth, or you—and your sales organization—will be left behind.

*Each year, our Global Sales Conference is literally our 'Super Bowl' for the Celebrity sales team. It's the one time we're all together and our big shot at setting the tone for the upcoming year with a high-energy and motivational message. Scott's message of Vision-Mindset-Grit has literally transformed the way our team looks at challenges, sales goals and life. As a result of Scott's life-changing message, our team will NEVER STOP BELIEVING that ANYTHING is POSSIBLE. If you want to truly inspire and motivate your sales team or team, Scott Burrows will over-deliver at every level!"* – Keith Lane. VP of Sales, North America Celebrity Cruises

- **DIVERSITY MATTERS: Inclusion Strategies for the Changing Workforce**

In today's rapidly changing Corporate Environment, C-level executives are realizing that Disability Matters. Why? Today, the largest and fastest growing minority group around the world are people with disabilities, and studies have shown this workforce is committed, productive, loyal and willing, when given the opportunity, to work hard to help your organization succeed. So, if you are looking to expand your market share, generate new revenue from this untapped market and see things from a different corporate perspective, it will take a clear Vision, the right Mindset and a lot of Grit to make it happen.

The true measure of success is how well you respond to a changing and diverse marketplace, adversity, setbacks and fear. Whatever belief system you employ must be powerful enough to conquer these obstacles and any other impediments to your personal and professional growth, or you-and your organization-will be left behind.

- **Rising to the Challenge: Keeping Healthcare Teams Cohesive & Motivated**

In today's rapidly changing Healthcare Market, many organizations are trying to maintain an optimistic culture as they deal with an array of business challenges and those challenges that revolve around patient-centered care. Perhaps today you are trying to improve patient satisfactory scores and engagement as you grapple with a decreasing labor pool, lower reimbursements and everyday stresses. Maybe you are looking for ways to deliver better care and outcomes as you attempt to secure and grow market share. Perhaps you are trying to develop alternate revenue streams, contain core operating costs or change your existing business model to reflect ongoing changes. Or maybe you are feeling paralyzed by new rules, increased regulation and compliance as well as advancing technologies, new reporting requirements and your competition.

Whatever your healthcare challenges are, the true measure of success is how well you respond to adversity, change, setbacks and fear. Whatever belief system you employ must be powerful enough to conquer these obstacles and any other impediments to your personal and professional growth, or you-and your organization-will be left behind.

As Healthcare Audiences have discovered, Scott Burrows' thought-provoking presentation and compelling story is the hero's journey, providing what will be an unforgettable and lasting memory to inspire your attendees to stand up to any challenge. Using his physical paralysis as a visual metaphor, Scott reveals how to drive results using the same mental focus that helped him reinvent his life after a catastrophic accident left him paralyzed from the chest down. He will demonstrate there are no barriers or stop signs in life, or the healthcare marketplace, just detours and workarounds.

Healthcare Speakers and Leaders RAVE about Scott's knowledge of their industry, knowing he understands patient-centered care and what healthcare professionals do and how they can influence and impact their patients' lives. As a former spinal cord injury patient and advocate for both patient and healthcare providers, he shares his very personal experience as a quadriplegic. Scott will encourage your healthcare professionals to continue to find the passion for what they do for a living while teaching them to encourage their patients to Never Give Up Hope!

*"Scott brings the fundamentals of service excellence to life. He is a person who lived a nightmare and emerged with life lessons that inspire us all. He speaks eloquently and passionately about family who supported and motivated him; and healthcare professionals who looked at him as a case and those who looked at what he could accomplish with appropriate challenges and optimism. I have never seen managers lines up for 30 minutes during a break just so they would have a chance to speak with him personally. Truly remarkable."* - **Marna P. Borgstron, President and CEO, Yale-New Haven Hospital/Yale New Haven Health System**

- **Develop an Unstoppable Mindset: Success Strategies for Safety Teams & Supervisors**

With the alarming predominance of workplace accidents caused by human error, the importance for engaging teams and individuals with safety procedures in a way that is meaningful to them and can promote significant change is crucial. Most human factors involved in accidents occur in the arena of memory, awareness and attention, judgement and reasoning, attitude, and risk perception – all areas dealing with the cognitive mindset and the need for even the most highly-trained individuals to remain alert and focused during potentially hazardous work situations.

Nothing delivers the importance of safety better than a personal story. Neuroscience studies confirm storytelling illuminates parts of the brain that are only active when a listener actually experiences something - triggering their imagination, engaging them with a deep emotional

response and sealing it into memory. With these areas of the brain activated and connected by a physical and emotional response, memory retention has been shown to be up to 7 times more effective than training through facts and figures.

Motivational Safety Speaker Scott Burrows details his unforgettable, life-changing story of turning a paralyzing setback caused by a poor split-second decision into a powerful comeback that will inspire your team to develop a true safety MINDSET. Scott details how easy it is to become desensitized to common safety routines, and how 'just this once' can tragically impact the rest of their lives.

Told while using own physical paralysis as a visual metaphor and blending eloquent storytelling with humor and crowd interaction, Scott leaves audiences captivated, inspired and ready to take action. His VISION, MINDSET AND GRIT SAFETY PRESENTATION will Impact your team by encouraging better day-to-day safety decisions in the workplace and changing the way your employees view and approach their jobs. Listeners will walk away embracing workplace safety protocols as opposed to resisting or ignoring them.

*"Scott quickly connected with our employees and their spouses and shared his personal story in a way that made us all rethink our choices, attitudes and how we should approach safety in the workforce!" – Leon Zupan, VP Operations, Enbridge Pipelines, Inc.*

- **VISION MINDSET GRIT: Success Strategies for Insurance & Financial Services Professionals**

In today's rapidly evolving **Insurance and Financial Industry**, many organizations are trying to maintain a winning culture as they deal with an array of business and sales challenges. Perhaps your organization is dealing with new rules, increased regulation or growing pains and key business issues as you continue to expand both internally and externally while attempting to be number one in your industry and customer expectations. Maybe you're experiencing industry changes, such as the new Department of Labor ruling or new products entering the marketplace. Perhaps you're operating with limited bench support, operational and support issues, budget cuts or rising goals, objectives and responsibilities. Or you feel paralyzed by your competition and advancing technologies that are upending workflow and processes.

Whatever your challenges, the true measure of success is how well you respond to adversity, change, setbacks and fear. Whatever belief system you employ must be powerful enough to conquer these obstacles and any other impediments to your personal and professional growth, or you—and your organization—will be left behind.

As an insurance and financial industry speaker, you will find that Insurance and Financial leaders RAVE about Scott's knowledge and understanding of their business, knowing that he, too, was a top sales producer. After his life-changing accident, he graduated from college, then entered the Insurance and Financial Industry as a Financial Advisor and went on to qualify for the Million Dollar Round Table (MDRT). Scott knows firsthand what it's like to be in the field—generating activity, making scheduled calls, prospecting, facing rejection, overcoming objection, all while listening to clients' needs to determine recommendations and solutions.

*"This is exactly what the doctor ordered to maintain our motivation and momentum." – Hugh McHaffie, President U.S. Wealth Management, John Hancock*

- **VISION-MINDSET-GRIT: Success Strategies to Help You Stand Up To Any Challenge**

The true measure of success is how well you respond to change, self-doubt, setbacks and fear. Whatever belief system you employ must be powerful enough to conquer these obstacles and any other impediments to your personal and professional growth, or you—and your organization—will be left behind. As audiences worldwide have discovered in this life-changing presentation, renowned speaker and author Scott Burrows' own riveting story of overcoming adversity through sheer determination, willpower and goal setting is uplifting and infectious. Using his physical paralysis as a visual metaphor, Scott reveals how to drive your own personal and business results using the same mental focus that helped him reinvent his life after a crippling accident. The dynamic principles explored within Vision Mindset Grit will inspire every member of your team to unprecedented levels of empowerment and self-confidence, setting the stage for developing cutting-edge ideas and leadership strategies that will benefit your entire company. Vision helps you to set manageable but far-reaching goals. Mindset allows you to stay focused on those goals even as circumstances, personnel and other elements change. Grit is the everyday determination to persevere when all else beckons you to retreat, give in or simply maintain the status quo.

## Select Book Titles

- **2012:** Vision-Mindset-Grit: Success Strategies to Help You Stand Up to Any Challenge

## Select Testimonials

"Each year our global sales conference is literally our "Super Bowl" for the celebrity sales team, it's the one time we're all together and our big shot at setting the tone for the upcoming year with a high energy and motivational message. Thanks to Scotty Burrows, 2016 will be our best year ever!"

— *Celebrity Cruises*

"After a year of considerable challenge and change, we invited Scott Burrows to address our leadership team. His presentation focused our team on setting their goals, especially when the journey is difficult. I recommend Scott's presentation without reservation to any group that needs that extra boost to take that next step in their journey."

– Chase

The feedback on your presentation was EXCEPTIONAL! I/we could not have asked for anything better than what you delivered. Thematically, I could not have imagined a better presentation and how it tied into the journey that CONMED and its employees must undertake to regain our vitality in the markets we serve. As you know from our conversation 2014 was a tough year for the Company but really the battle had begun years earlier. To hear your story around vision, mindset and grit really put our challenges into perspective. I am very fortunate to have run into you in the airport and I thank you for taking the time to talk with me and then engage in this presentation. I have many years of special guest speakers.....your story was motivating, uplifting and engaging for the entire audience.

– Curt Hartman - ConMed

"Scott took the information he gathered in our per-meeting call and wove it seamlessly into his message, which made it relevant to each and every person in the room."

– GE

"Scott worked with my management team and me to understand our business goals and challenges, and effectively paralleled these with his own experiences to illustrate how his approach could be applied to their personal and business challenges." Darrin Rayner, VP – Internet Division, IDEARC Media

– IDEARC Media

"I was preparing for an upcoming conference agenda for my department, and I wanted to finish on a high note that would tie an inspirational message together with some of the business themes we have been experiencing. In talking with Scott, he quickly understood the nature of our business and some of the opportunities and challenges we were facing and was able relate that back to his experience recovering from his accident. We had a great conference, but Scott was undoubtedly the highlight as he absolutely captivated the audience and got several standing ovations. I can't recommend Scott highly enough if you are looking for someone who can motivate your team and help relate your company's challenges with those he has faced. Truly one of the best speakers I have had the pleasure of working with or listening to."

– James Ford, VP, of Category Strategic Advisory, The Coca-Cola Company

"No doubt the two standing ovations you received indicated the intensity of your talk. This is just what the doctor ordered to maintain our motivation and momentum." Hugh McHaffie, President, John Hancock

– John Hancock Financial

Scott Burrows spoke at our 2013 National Sales Meeting. In addition to our sales, marketing and executive team, we had our key vendors in attendance as well. Throughout our conference, dozens of attendees remarked to me how they were inspired by Scott's vision and determination. His ability to tie in his sudden and dramatic life changing experience with the obstacles we all face enabled our people to reflect on and re-dedicate themselves to achieving their personal and professional goals. Scott's use of our products during his rehabilitation made the value our people provide to their customers and patients all the more real. Twice during Scott's talk our people rose spontaneously to provide him with a standing ovation.

– Len Tenzer - Patterson Medical

"Scott Burrows delivered a powerful and emotional presentation connecting to everyone in the audience signified by several standing ovations. I have seen Scott speak multiple times and equally as inspired walking out the door to elevate myself each and every time." Todd Zint, CMP, CMM, VP, Meetings & Event Strategy, NFP Insurance Services, Inc.

– National Financial Partners

"Spellbound, entertained and inspired are just a few of the words that immediately come to mind when thinking of Scott Burrows and the

impact he has with audiences. Focused on making sure his message is received to positively influence, challenge and add value to each audience member is Scott's goal. I've had the privilege of hearing most of the domestic and international's best and Scott Burrows is among the elite regardless of the ages in his audience, he delivers with incredible style. Standing ovations are great, but Scott is focused more on what each person is inspired to do when they walk out. More interested in "engagement" than entertainment, Scott Burrows delivers."

— *Raoul Quintero, President, Americas, Marquet Getinge Group*

"Scott Burrows delivered one of the most talked-about sessions in Gordian history. His keynote presentation, which was based on his book *Vision, Mindset, Grit – How to Stand Up When Life Paralyzes You*, resonated with the over 450 people that were in the room. He inspired everyone through his incredible story of conquering life's challenges and adapting to change. He encouraged us ALL that we too can make positive changes when faced with unforeseen obstacles that could change our lives forever. Scott will make you laugh, cry and applaud in deep appreciation for sharing his story and how we can all maintain positive momentum in this thing called life."

— *SR Officer, Gordian Global Solutions*

"I want to express my heartfelt thanks for the positive impact you had with your presentation at our National Convention in Branson. It was very important to kick-off our convention with a powerful message and your presentation on Vision, Mindset & Grit did just that! Thank you so much for sharing your story and challenging us with your message. Our attendees were moved, inspired and motivated by your presentation. Not only do you have an incredibly inspiring story with a meaningful message, but you are a gifted communicator and your humble character really impressed our audience. To be such a strong individual who has accomplished so many phenomenal achievements with so much determination and grit, and yet package that with your gracious and humble personality is so rare and challenged all of us to strive to be better people. Thank you for being an "Overcomer" and challenging all of us with your story, your words and your example"

— *Steve Bonar, Executive VP, CONKLIN COMPANY*

"Tecta will thrive as a world-class construction company, in large part due to vision, mindset, and grit. You helped us re-fill our perseverance tanks – at the right time." TECTA America, Brynne Smith, President & CEO

— *TectaAmerica*