

Dan Clark

The New York Times Bestselling Author, Hall of Fame Speaker, Award-winning Athlete

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Topics

- Adventure
- Inspiration / Achievement
- Leadership
- Sales
- Sports Related
- Teamwork / Teambuilding
- Virtual



About Dan Clark

As a modern day Napoleon Hill, **DAN CLARK** has interviewed, studied and worked with the most powerful and successful business leaders, political and military leaders, and world champion athletes of our generation, which is why companies around the globe bring Dan in for his expertise in developing emerging leaders, increasing sales and productivity, building winning teams in the midst of mergers and acquisitions, and transforming the culture of an organization from successful to significance.

Since 1982, Dan has been one of the most in-demand speakers in the world, having spoken in all 50 states, 54 countries, on six continents, to over 4500 audiences, to more than 4 million people, and many times to our combat troops in Iraq, Afghanistan, and Africa.

Mentored for over 25 years by the great Zig Ziglar in the art and science of motivational teaching, Dan was inducted into the National Speakers Hall of Fame and is continuously hired by extraordinary organizations including AT&T, NASA, Microsoft, National Football League, United Nations, Marriott Hotels, Lincoln Financial, Wells Fargo, Delta Airlines, McDonalds, Sotheby's and countless trade associations who offer rave reviews on Dan's unique ability to customize his speeches and connect with each audience member.

Dan was named "One of The Top Ten Motivational Speakers In The World" in 2015 by Espeakers. Dan received the same honor in 2000 from Achievers Canada and Achievers Europe.

Dan is a primary contributing author to the Chicken Soup for the Soul series, a New York Times Best Selling Author, CEO, university professor, leadership trainer, international business consultant, athlete, philanthropist, and the 2012 Utah Father of the Year.

Add to this Dan's incredible once-in-a-lifetime personal experiences of soaring to the edge of space in a U2 spy plane, flying twice the speed of sound with the Air Force Thunderbirds, racing automobiles at Nurburgring, running the Olympic Torch in the 2002 Winter Games, and fighting his way back from a paralyzing injury that cut short his football career, and you and your people will see, hear, feel and know exactly what they need to do to take themselves and your organization to the next level the moment Dan finishes his entertaining and emotional speech.

Hundreds of delighted customers report they have witnessed powerful and lasting change as they apply Dan's positive approach to life and incorporate his unique message built around his newest best selling book *The Art of Significance – Achieving The Level Beyond Success*.

Select Keynotes

- **Building A Winning Team & Dominating The Competition**

DAN TEACHES "When you put a hard-to-catch horse in the same field with an easy-to-catch horse, you usually end up with two hard-to-catch horses." "When you put a sick child in the same room with a healthy child, you usually end up with two sick children. To be disciplined, healthy and great we must associate with the disciplined, healthy and great ones." "It's not all about team... teams lose. Whoever said it's not whether you win or lose that counts probably lost. Companies are going bankrupt as you read this and they have a team." Obviously there is no "i" in team, but there are two "i's" in winning. • The first "i" represents Individual Excellence – a commitment to self and never being the weak link. • The second "i" represents Interdependent Collaboration – a commitment to others knowing Together Everyone Achieves More. • Yes it's about team, but the teams that win and continue to win, have the greatest number of "i" players on them. "If you are not training every day, and relentlessly pushing yourself to your ultimate capacity and potential as a human being, someone else, somewhere else, is. When you meet him, he will win." "Increasing our frequency of feedback not only allows us to change our behavior before it's too late, but we can pick the most

appropriate behavior in each moment to maximize our performance and minimize our chances for failure. It's better to prevent and prepare than repent and repair!" DAN'S TAKE AWAYS Building A Winning Team & Dominating The Competition Your people will leave Dan's session with an understanding of the four critical elements to building a winning team: ATTITUDE • TRUST • FEEDBACK • COVENANT TO LIVE BY THE TEN COMMITMENTS The first "I" in winning represents a commitment to the first seven C's: management speaker dan clark1. Clarity (who are you, the law of attraction) 2. Character (what you do when no one is watching) 3. Confidence (preparation) 4. Consistency (perfect practice) 5. Competitiveness (being better today than you were yesterday) 6. Cause (answering why so you can determine the how) 7. Chemistry (it's not what you do but with whom you do it) The second "I" in winning represents a commitment to the last three C's: 8. Contribution (giving it everything you've got when less is sufficient) 9. Cohesion (making everybody around you better) 10. Conclusion (focusing on and finishing one play/one sale at a time)

• Closing Sales/Creating Customer Delight

SALES SPEAKER SECRETS TO CLOSING MORE SALES AND DELIVERING AN EXTRAORDINARY CUSTOMER EXPERIENCE "Wealth flows through you - not to you, which means you can get anything in life that you want, if you are willing to help enough other people get what they want." In his customary high energy, highly entertaining way, Dan will teach your sales force, marketing professionals and customer service representative's six things: • Sales is the transference of trust. • The sale doesn't begin until the customer says "no" • 'Needs Satisfaction Selling' is obsolete - we must turn needs into specific wants, so price/cost is never the issue. If money becomes the topic of conversation it means the presentation is weak and the relationship is non-existent. • Sales is everybody's business - Customer service is not a department-it's a way of life. • Competitive advantage is not achieved by doing more than your competition. It is achieved by doing what your competition will not do. • Loyalty is earned and maintained through personal touch, which generate referrals because you make each customer contact an extraordinary experience. With inspirational stories, case studies, and industry specific illustrations Dan teaches his time-tested success system on how to increase sales, grow more market share, and maintain the competitive advantage as a customer service centric company, using his popular "P + P x P = SSR" formula: Professional skills plus Persuasive skills multiplied by Personality skills equals Significant Sales Results, which is closing most of your sales. Dan concludes by reminding your people: 44% of sales professionals quit after the first sales call; 24% quit after the second sales call; 14% quit after the third call; 12% quit after the fourth call. 94% of sales professionals quit by the fourth call. Yet 85% of sales are closed between the fifth and twelfth sales calls. Which means you better be more prepared than your competitors, more interesting to talk to, and as compelling and exciting to be around as you can possibly be, so everybody always leaves you saying, 'I like me best when I'm with you I want to see you again.' Your people will leave this presentation realizing that in sales, the goal is to get people to choose you, not just someone who does what you do.

• Pure Motivation - Taking It To The Next Level

DAN TEACHES "It is not enough to say I will do my best. We must succeed at doing that which is necessary. What is necessary is determined by why we do it. Once we answer why, figuring out the how-to is simple." "Reason leads to conclusions, but it is emotion that leads to action. All the information in the world is not going to make a person successful. It's like the guy who has three PhD's: one in philosophy, one in psychology, one in sociology – he doesn't have a job but at least he can explain why!" "Today, you've never been this old before, and today you'll never be this young again. Right now matters. Be all you can be. You'll make a lousy somebody else!" "We can't coach results, we can only coach behavior. We can't say, 'sell more' or 'go out and win.' We can only raise expectations through an attitude adjustment and better our own past best personal performance through perfect practice. Winning then takes care of itself." DAN'S TAKE AWAYS The Next Level Of Motivational Speaking If you can laugh, think, and feel everyday, that's a great day. That also makes for a great speech! Consequently, Dan will take you on an emotional roller coaster ride to a place you've never been before, based on the realization that everything required to take yourself and your organization to the next level is already inside of you and your people. What's been holding you back is the belief that you must think outside the lines, and think outside the box. But what if the answers are still in the box? Change from the outside in is reactive and creates pressure with a victim mentality. However, change from the inside out is proactive and creates power through an understanding that no matter what our past has been we have a spotless future. Most hate their jobs, and only look forward to Friday instead of Monday. They think they are paid by the hour, when in reality we are paid for the value we bring to that hour. They think success and happiness are found in programs and processes outside themselves and their organizations, instead of within. They forget that pressure is not something that is naturally there. It's created when you question your own ability. When you know what you can do there is never any question. In this mindset, and as a quantifying template for his remarks, Dan builds a four-cornerstone box as a metaphorical reminder that when we answer who we are and why we should, it allows us to become our own motivational speaker and build our lives and our world on the solid foundation of: » Perspective » Authenticity » Service Before Self » Commitment To Excellence In All We Do

• The Art of Significance - Leadership Education Course

Dan Clark's Art of Significance Leadership Course will teach you to: PLAY BIG AND LIVE BIGGER! BREAKTHROUGH YOUR LIMITING BELIEFS to live an elevated abundant life with financial freedom, stronger deeper relationships, and greater personal courage to achieve your ultimate capacity and potential as a human being! MASTER THE LAWS OF THE UNIVERSE so you can attract what you believe you deserve, and take yourself from where you are to where you want to be. MAKE WINNING PERSONAL by finding your 'why' and transforming your organization's 'what' and 'need' into your 'want' and 'how.' CREATE YOUR OWN KIND OF 'DIFFERENT' that makes you irreplaceable and qualifies you to accept the most influential leadership roles within your organization. STRENGTHEN YOUR WARRIORS ETHOS that you may always manifest moral and physical courage with consistent resiliency regardless of your physical, mental, spiritual, financial, or emotional hardships. CONSTRUCT A CONNECTED TEAM with an illuminated passionate purpose, strength in diversity, and high performance execution. In a series of brief, emotionally charged essays, Clark offers a unique blend of profound psychological insights, historical examples, military stories, and exhilarating personal experiences that teach the Twelve Highest Universal Laws of Life Changing Leadership: Practice Obedience Instead of Free Will Agency, Exercise Perseverance Instead of Patience, Proactively Stretch Instead of Change, Trust Predictability Instead of Hope and Faith, Know

the Whole Truth Instead of Believing What You Think, Focus on Winning Instead of Team, Do Right Instead of Seeking to Be Best, Experience Harmony Instead of Forcing Balance, Accept Others Instead of Judging Them, Love and Be Needed Instead of Romanced and Used, Establish Covenants Instead of Making Commitments, Forgive Instead of Apologize,

- **THE ART OF SIGNIFICANCE Achieving the Level Beyond Success How to Get What You Want And Want What You Get**

The Art of Significance Achieving the Level Beyond Success - Dan's new exciting, humorous, thought provoking and entertaining keynote speech is called, "The A.R.T. of Significance - Achieving The Level Beyond Success, where he uses the acronym A.R.T. to take your people to a higher intellectual and emotional level of performance than they have ever been. In his customary conversational way, Dan will set the tone for the rest of your entire meeting by teaching your people to: Understand the difference between success (getting what you want), and significance (wanting what you get). This comes when we acknowledge that we don't see things as they are - we see things as we are. Increase your Awareness of: Relationships - we become the average of the five people we associate with the most; Time - we can't always control what happens, but we can always control what happens next; and Perseverance - the sale doesn't begin until the prospect says no. Focus on Refinement: Stretching - raising your bar using a time tested system of success; Finding Your Personal Why - once you answer 'why,' figuring out the 'how-to' is simple; and Trust - so people choose you, not just someone who does what you do. Transform your life from Success to Significance - so you don't just get what you want, but want what you get; Customer Experience - where every team member makes winning personal; and Teamwork - gaining the competitive advantage by doing what your competition is not willing to do. Dan always leaves his audience members in the most positive mindset and emotionally re-energized heart-set motivated to conquer the world where in they live and work! Guaranteed, your people will never forget Dan Clark and the way he changed their personal and professional perspectives on giving more and doing more simply because we can!

- **Virtual Clark Huddles**

In the last 6 months, considering all the changes to meetings and events, Dan got creative and began to offer *Virtual Clark Huddles* as a solution for those who still need to do business "as usual" and keep their teams and associates empowered and moving forward. Virtual Clark Huddles are 30 - 45 minutes + Q&A (optional).

Select Book Titles

- **2013:** The Art of Significance - Achieving The Level Beyond Success
- **2012:** Chicken Soup For The College Soul
- **2012:** Soul Food - Stories To Keep You Mentally Strong, Emotionally Awake, and Ethically Straight
- **2006:** The Most Popular Stories in Chicken Soup For The Soul By Dan Clark

Select Testimonials

"Dan, you certainly made quite an impression at our Worldwide Dealer Strategy Meeting in Orlando. To put it simply, we were blown away! You left the crowd of 1600 owners wanting more, as was evidenced by the spontaneous standing ovation you received. I've never seen our people so positively affected by a speaker before. Your ability to customize to our theme and incorporate so many key issues was impressive to say the least. And your unique approach to Building A Winning Team will change our culture forever. This is why we have already booked you again for next year's international dealer meeting."

— *Andy Smith EP - Harley Davidson Motorcycles*

"I cannot thank you enough for delivering what will go down as the very best Keynote speech in the history of the Southeastern Society of Plastic and Reconstructive Surgeons. Your presentation "Successful to Significant – Leadership In Managing Change" exceeded my wildest expectations. Early on you recited the objectives of our Society verbatim, leading several members to wonder where the teleprompter was! You really tapped into the culture of our organization and delivered a speech that spoke to our surgeons and spouses, those new to the practice and those retired as well. I appreciated our conference call ahead of the meeting so that you were able to personalize the talk. Most importantly you did exactly what was asked of you – deliver a speech that would bring both laughter and tears. We left the meeting better as individuals and as a group."

— *Ann Ford Reilley M.D., FACS Southeastern Society of Plastic and Reconstructive Surgeons*

"Wow! Dan was absolutely wonderful and one of the very best speakers we have ever had at our National Convention! Dan really did his homework and tailored his presentation exactly as we requested. His material was spot on and his delivery was fabulous. We got unbelievably positive feedback from the attendees on Dan's session as he was by far their favorite speaker. His take on increasing sales and delivering an amazing customer experience was fresh and innovative and his long standing ovation showed how well he was received. Dan and his manager Laura were a breeze to work with and made me look like a hero!!!"

— *Beth Kitchen Event Coordinator, GNC Stores*

"I am the CEO of a nuclear operations concern of the U.S. Department of Energy at its Hanford Site in Washington state. Our job is safely managing 56 million gallons of high-level radioactive waste. The work is complex, hazardous, strictly controlled and highly regulated. It's critical that we work as a team and watch out for each other. This is why I brought in Dan Clark as a nationally recognized expert in Safety and Team Building. Prior to his presentation Dan met with several members of my team – both management and labor – and did his homework. He also arrived early to the presentation so he could mingle and talk with employees. I spoke first and Dan listened intently to my presentation. He then used the information from my talk and all the information he had gathered to tailor his talk to our team. Dan really hit the mark. He touched many of my employees' concerns and issues, and he did it with passion, humor and exuberance. I have never seen our 1,600 employees more engaged in a presentation. I know we are now a safer and more unified team because of Dan and his much needed message. I highly recommend Dan Clark for any business that is trying to enhance teamwork and instill safety in its workforce."

– *Chuck Spencer President, Washington River Protection Solutions, URS Corporation*

"Dan's powerful and revolutionary message on Building A Winning Team offered the mental and behavioral edge needed to increase performance at the New York Ski Educational Foundation event here in Lake Placid. He was a true inspirational hero captivating the audience of U.S. Ski Team Members, Professional Athletes and Olympians."

– *Doug Williams Coach, U.S. Alpine Ski Team*

"As the head football coach at the Air Force Academy from 1984 to 2006, I took great pride in being able to teach the fundamentals and motivate my players to play their hearts out every play, every game. But after I heard Dan Clark speak, and had him work with my teams, I am convinced there is no one better at getting people to maximize their potential, exceed expectations, and unify into a 'band of brothers,' than Dan Clark. My teams were usually the underdogs, and Dan was the perfect outside influence we needed to be all we could be. I have highly recommended the services of Dan Clark to other NCAA and NFL coaches and encourage every corporate leader who wants to take their team to the next and highest level to do the same."

– *Fisher DeBerry - Legendary National NCAA Coach of the Year*

"Not only have I had Dan Clark speak at my Commanders Conference, but he was the keynote speaker at our "Corona" 4-Star Generals Leadership Conference and has been a consultant to most of our senior leaders throughout the world. In fact, Dan's unique approach to Team Building is so profound and relevant that we invited him to speak to our combat troops in Iraq, Afghanistan, Kuwait, Qatar, Bahrain, and the UAE. In 16 days Dan spoke 23 times on 12 bases and on the U.S.S. Harry S. Truman aircraft carrier to thousands of airmen, marines, soldiers and sailors. Dan's extraordinary ability to break a team down to the lowest common denominator of individual attitude, personal responsibility, and relentless work ethic, and then build them back up into a well-oiled machine committed to something larger than themselves, is an incredible gift that very few consultants possess. Every military leader and world class corporate executive should bring Dan into their organizations to help them transform from Successful Into Significance."

– *General Hal Hornburg USAF Commander, Air Combat Command (Ret)*

"Dan's comments and scores are outstanding, and his 4.95 out of 5 rating was the highest scoring session at our 2011 Global Sales Summit! After giving Dan two standing o, our customers gushed his praises stating, 'Dan was clearly the best session at this Cisco Summit, gave us the take-aways we will remember, and added the passion to business we all need; need more speakers like Dan Clark, not more boring power point pitches, as he touched my heart and connected my mind to my soul. It was so much fun to learn this way; I wish there was something better than "excellent" to choose to describe Dan. This conference would have been worth the trip from Sydney JUST to be taught and inspired by Dan Clark!' Obviously Dan was incredibly amazing and we will have him back!"

– *Kimberly Kovacs - Sr. Mgr, Global Marketing Programs, Cisco Systems*

"Dan knocked it out of the park with a long standing ovation! As an international organization that has produced countless conventions over the years, who has hired many of the biggest name speakers in the world, Dan took our meetings to a new level as I received more positive comments about his speech than any other guest speaker we have ever had. It was right on the money. Dan played a huge part in making this a very successful event and we will definitely use him again in our most important meetings!"

– *Nathan Ricks One Team Global, NuSkin*

"We set extremely high standards for the conference industry with our four events, and your full day program during our last event was the perfect capstone. Our conference was for the key leaders from our top clients including PepsiCo, Cadbury, Multirama, Group Lavipharm, and 100 more, and you were the favorite among the attendees. We especially enjoyed your participation in our panel discussion, and were impressed by how you continually used examples throughout your five-hour seminar from Greek history, interwoven with stories about our well known athletes and musicians. You came across as a local and are now an honorary Greek! While industry struggled here in Greece, and big companies stuttered to a halt, you boldly proclaimed, 'Don't Waste A Good Recession,' and taught us practical solutions on how to face our obstacles, weather the storms of crisis, and better our positions in the marketplace, because great things are possible if we stick to our goals, invest in our people, and find new and inventive ways to push forward. What makes you such a powerful business consultant is how you enthusiastically reiterated that what we needed to succeed was already within each of us and within our organizations. Your standing ovation said it all and our clients definitely want you back!"

– *Peggy Vellioutou Senior Events Coordinator, KPMG Advisors, Greece*

"Dan Clark is one of the great teachers of our time and is a world-class talent on taking people from where they are to where they want to be. Having Dan as our closing main platform speaker at MDRT speaks volumes of the high respect we have for this man and his message. Being around Dan increases your personal power, productivity and passion for living."

– *Philip E. Harriman President of Million Dollar Round Table*

"Dan's many presentations on Legacy Leadership and the importance of making our lives matter, played a significant role in the success of our United Nations sponsored leadership training in Russia and throughout the former Soviet Union. One of Dan's speeches was broadcast live on national Russian television to all 15 Commonwealth of Independent States. Communicating in English to audiences that spoke only Russian was a real challenge, but Dan and his translator were fantastic and exceeded everyone's expectations. The sponsors doubted the audience would respond to Dan, but half way through his speeches they were laughing, crying, and feeling everything right along with me! Standing ovations validated Dan's extraordinary effectiveness in the international arena and that his message resonates throughout humanity. We will use Dan throughout the world!"

– *Tom Neslund Director, United Nations World Health Organization*