

Kevin Brown

Speaker & Creator of The Hero Effect®

Please contact a GDA agent for information.

Topics

- Branding & Marketing
- Business Growth Strategies & Trends
- Customer Relations & Experience
- Entrepreneurs
- Leadership
- Workplace Culture

About Kevin Brown

Kevin Brown's unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking. He grew up in Muskegon, Michigan where his blue-collar roots taught him the value of hard work and determination. With a streetwise aptitude and a never quit attitude, he worked his way from the front lines in business to the executive boardroom.

Kevin understands what drives organizational excellence and customer loyalty. He knows first-hand how great brands think, feel and act. He is a branding and culture expert with a 30+ year career in franchise development. He spent the last 20 years of his corporate career as part of a leadership team that helped transform SERVPRO® from a little-known family business into the #1 franchise in their industry with annual revenues exceeding \$2 billion dollars. Since 2016, he has traveled the world pursuing a mission to share **The HERO Effect®** message with as many people and organizations as possible.

The HERO Effect® is a simple philosophy that separates world-class organizations and high-performance people from everybody else. Kevin is passionate about helping people expand their vision, develop their potential, and grow their results. And, as the father of a child with autism he knows firsthand how the principles of true success reach beyond the boardroom and into the lives of real people facing the challenges of everyday life.

As a highly sought-after keynote speaker, Kevin has had the privilege of speaking to a wide variety of organizations including American Express, Delta Airlines, PayPal, ExxonMobil, Nationwide, H&R Block, Sprint, Ernst & Young, Million Dollar Round Table, Merck, Booz Allen Hamilton, and many more.

Kevin is the bestselling author of *The Hero Effect®* (2017/2019). In his second book, *Unleashing Your Hero* (Harper Collins Leadership/Nov 2021), Kevin shares how the heroes who transformed his life are people just like you. People who were willing to use their gifts and abilities to serve others at a high level. This book is a guide to help everyday people discover and unleash their hero at work and in life.

Kevin has received numerous honors, including being named one of the 'Top 30 Motivational Speakers in the world for 2024 according to Global Gurus', one of the 'Top 10 Keynote Speakers of 2021' by SpeakInc; one of the 'Top 41 Motivational Speakers Who Can Energize Any Sales Team' by ResourcefulSelling; among the 'Top Customer Service Speakers' by Eagles Talent Speakers Bureau; one of the 'Best Keynote Speakers of 2019' by NorthStar Meetings Group; and an elite and in-demand 'Gold Star Speaker' by GDA Speakers.

Kevin entertains, inspires, and challenges people to show up every day and make a positive difference at work and in life!

Select Keynotes

- **The Hero Effect®: Being Your Best When It Matters The Most!**

In a fresh and entertaining style, Kevin shares ideas, strategies and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of Kevin's message is a simple, yet powerful philosophy for life that drives every thought, every action and ultimately every result we achieve both personally and professionally. Your team will be motivated to reach beyond what is required and do something remarkable!

This program is designed to help participants:

- Achieve greater results by eliminating "ordinary" thinking and mastering the habit of excellence.
- Own the moments that matter (and they all matter) by taking responsibility for their attitude, their actions and their results.



- ◆ Create meaningful relationships and deliver an extraordinary experience for every “customer” at work and at home.

IDEAL AUDIENCE:

This message is applicable to all industries as well as all employees and people no matter their position in the organization or life. Kevin customizes his stories and deliverables based on his audience’s profile. (Ask us for a copy of the leadership version of The Hero Effect® Keynote)

FORMAT:

45 to 60 minute keynote; can be followed by a 60 to 90 minute “deep dive” into the actionable ideas shared during the keynote.

● **The Hero Effect® - Leadership Version: Creating a Culture of Heroes at Every Level**

Kevin has a simple philosophy when it comes to leadership. He believes that you are "a leader of one or a leader of none." He believes that leadership begins with mastering self along with the daily habits required to become world class leaders, mentors and coaches to the teams we live and do business with. The foundation of this program can be summed up in one powerful idea...we reproduce what we are!

The role of leadership in an organization is to create an environment where people can be the best version of themselves. That is what serves a brand well and stands out in a crowded marketplace.

This program is designed to help participants:

- ◆ Create an environment where people are inspired to be the best version of themselves and deliver world class performance to the people they serve.
- ◆ Develop a team of people that are committed, focused and on fire for the brand they are helping to build.
- ◆ Design and deliver an organizational obsession statement that drives high performance and a world class customer experience.

IDEAL AUDIENCE:

This message is applicable to leaders at every level, across all industries. Kevin customizes his stories and deliverables based on the audience’s profile.

FORMAT:

45 to 60 minute keynote; can be followed by a 60 to 90 minute “deep dive” into the actionable ideas shared during the keynote.

Select Book Titles

- **2021:** Unleashing Your Hero: Rise Above Any Challenge, Expand Your Impact, and Be the Hero the World Needs

Select Testimonials

"You were a HUGE HIT with our conference attendees. You're a pleasure to work with." Diana Shackelford | Event Marketing Manager
Anthem/Blue Cross Blue Shield

— *Anthem Blue Cross Blue Shield*

Hi Kevin, Wow where do I even begin! I thought your speech was absolutely amazing. You really kept the audience’s attention throughout your whole presentation. There were parts that were funny, sad and touching. I looked around during your presentation and saw people moved to tears. That was probably one of the best presentations I have ever seen in my life. You can tell that you have really practiced and perfected it. Great job! I really enjoyed myself and if I ever have the opportunity to see you present again I will be there! Sarah Border Major Account Executive Arizona Office Technologies

— *Arizona Office Technologies*

"I wanted to take a quick moment to thank you for such a great presentation. You did not score below the top number of 5." Mark Bridgeman, CLM VP, Education Association of Legal Administrators

— *Association of Legal Administrators*

Thank you for coming to share your wit and wisdom with our local CPCU chapter. Your presentation on the HERO Effect: Bringing Your Best when it Matters the Most was a perfect send-off for our audience. The images of Aunt Bea and being called Mr. Delicious are embedded in the

heads of CPCUs throughout the area. You've got quite a talent for painting a word picture in the minds of your audience. It was my pleasure to be in the presence of and learn from one of the best. Thank you for coming to Central Illinois on a cold November day to warm us all up.
Michael C. Nibbelin, MBA, Ph.D. CPCU, ChFC, CLU, CPA, CMA Central Illinois Chapter CPCU Society

– *Central Illinois CPCU Society*

Kevin's program was a great reminder of the importance of customer service and what it means to make an interaction with someone truly exceptional and memorable. We had about 500 employees attend his presentation, including several from our IT area. We laughed, cried and walked away inspired to be everyday heroes. Kevin's presentation and message were different than our typical guest speakers' – and it showed. We received rave reviews from employees, and many asked to have more speakers like him in the future. Mary Donnelly COUNTRY Financial®

– *Country Financial*

'Kevin Brown was a perfect end to our event. His message and delivery were spot on, and blended beautifully with the content provided the previous two days. Our members are discerning and have listened to a number of amazing outside speakers over the years, and many have provided feedback that Kevin is right there with the best of them.'

– *David Hernandez, VP of Finance and PD&I, Success Group International*

Kevin's speech was over the top. He kept the group engaged and entertained throughout the entire time. Folks especially loved the HERO theme as it applied to both work and home issues. Very motivational. We loved him so much we invited him back to speak to another group within two months! Donna Leicher Delta Air Lines

– *Delta Airlines*

Kevin; It's been a week since you were here...and yes, as you might expect...people are still talking about you!!! Your passion and story really resonated with people here. As Larry said to me...your closing keynote was like the bottom of the ninth inning with the score tied and you walked up and hit a grand slam home run for the walk off win!! Bottom line Kevin...simply put...you rocked it when you were here! Warmly...your friend... Al Al Hodgeman, CIC, AIS Manager, Center for Learning and Development Grinnell Mutual Reinsurance Company

– *Grinnell Mutual Reinsurance Company*

"Our members loved you! Thanks for closing our conference with exactly the right message. I will recommend you to my peers far and wide as a great speaker!" Patricia McLaughlin Illinois Movers' and Warehousemen's Assn.

– *Illinois Movers' and Warehousemen's Association*

"Kevin is a gifted speaker that combines outstanding humor and powerful insight to create a fresh, powerful and relevant message for every audience." John G. Miller Author of QBQ!, Flipping the Switch, and Outstanding!

– *John G. Miller - Bestselling Author of QBQ! The Question Behind the Question*

A huge thank you to Kevin Brown for participating in our May Virtual Speaker Series. Wow, his message was so poignant. We received great feedback from our attendees and our internal leadership team, on how moving, inspiring and touching it was. And to be able to deliver the quality message he did in a virtual platform was amazing (and not always easy to do!). Kudos!

– *Marty MacKay, DMCP, President, Global Alliance - Host Global*

Kevin, Thank you so much for coming out to speak at the Accelerent breakfast. I rarely go to events like this but I am very glad I came. You are an incredibly engaging speaker. The whole time I was there I was thinking "AH, I wish everyone else was here to hear this!" and "Damn this guy is good!". Thanks so much! Your Expert, Alexia Matak Director of Sales and Marketing Payroll Experts

– *Payroll Experts*

Kevin – On behalf of the 2015 IT Symposium team thank you for being a part of it and making it such a huge success! People are still “buzzing” about it. Your session was such a great way to close down the two days and was very memorable. Here are a few comments I pulled out of the feedback that I thought you would enjoy – “Kevin Brown was OUTSTANDING! Again, kudos to the team that brought in the guest speakers this year. Both Connie and Kevin were spot on....and I wish that all of SF could hear their messages.” “This was another one hit out of the park!!! Kevin Brown is my hero he gets it. I enjoyed this last session immensely. I have already adopted some of what he said and hope to adopt more as time goes by.” “Would love to see him again. He is inspiring, and his message will continue to make me a better person.” “Kevin was absolutely PHENOMENAL!!!! Thank you for sharing your time with us!!!!” Thank you again for sharing your message and helping us to be better at who we are and what we do. Joyce –

– *State Farm Insurance*

Select Client Feedback

Kevin Brown was fantastic! He knocked it out of the park! His HERO philosophy was so similar to our own company philosophy! It was awesome! I will get to hear him again this Friday in Savannah!!!

– **Becky Kiley** *Mortenson Family Dental*

“Kevin Brown delighted members of the American Animal Hospital Association. His humor drew the audience in and his stories kept them engaged. ‘The Hero Effect’ really resonated with them. The positive comments and requests for more Kevin are still streaming in.”

– **Michael Cavanaugh, DVM, DABVP (C/F) Emeritus** *Cheif Executive Officer, American Animal Hospital Association*

Thank you for speaking at NAFCU's CEOs and Senior Executives Conference. I have received terrific feedback that the attendees appreciated the information and expertise you conveyed in your presentation, The HERO Effect: Creating a Culture of Heroes at Every Level. Our speakers truly make this conference a success. We look forward to working with you again at future NAFCU conferences.

– **B. Dan Berger** *National Association of Federally-Insured Credit Unions*

To say that Kevin was phenomenal would be an understatement. I have been to five kickoff events and I have never seen a room captivated the way it was a few weeks ago with Kevin on stage. He commanded the room through his stories, compassion, humor and overall demeanor. He and his story are truly a treasure and we appreciate your team working with us to make it all a reality!

– **Lexi Dussi** *Eliassen Group*

Kevin was wonderful. We were so happy to introduce Kevin and his message to our employees, and members of our credit union community. I can't help but rooting for the success of Josh Brown all the way from Massachusetts. Something tells me he will continue to inspire just as his father does.

– **Jennifer Cavan** *Direct Federal Credit Union*