

Jeff Lanza

Retired FBI Special Agent

Please contact a GDA agent for information.

Topics

- Communication
- Cyber Security
- Ethics / Values
- Leadership
- Virtual
- World Affairs

About Jeff Lanza

Jeff was chosen as the best speaker in the 50-year history of Kansas City's prestigious Plaza Club. He is a professional speaker who has provided over one thousand presentations on the topics of leadership integrity, crisis communication, ethics, identity theft, cyber-crime and more. His clients include 20th Century Fox Entertainment, Morgan Stanley, Nationwide, Citigroup, The Young Presidents Organization, American Century, Hallmark, H & R Block, The Society of Human Resource Management, Hess Oil, Standard and Poor's, Financial Executives International, U.S. Bank, Wells Fargo and others. He developed and presented a program on identity theft prevention which was used to educate a nationwide audience of Citigroup employees. His program on the topic of leadership integrity has been certified for education credits across the United States. He provided this program as part of ethics training for a nationwide sales force for Pacific Life Insurance Company. The program was also used to educate the Kansas City Chapter of the National Association of Corporate Directors and many other associations.

Jeff was head of operations security for the Kansas City FBI and a graduate of the world-renowned John E. Reid School of Interviewing and Interrogation. He is a certified FBI instructor and has trained numerous government agencies and corporate clients on how to handle the media tricks that the national television personalities such as Connie Chung and Chris Hansen used on him during his near two decades as a crisis communicator with the FBI.

In addition to his book, Jeff authored speeches for FBI executives and has been published in The Kansas City Star, Ingram's Magazine and on the FBI National Web site.

Jeff consulted for academy award winning director Ang Lee during the production of "Ride with the Devil", and he has provided regular consulting services for television and movie production in Hollywood at Steele Films and Granfalloon Productions. Jeff was a major contributor and appeared on camera in a recent episode of The History Channel's, "America's Book of Secrets". He was featured in the companion documentary to the major theatrical release "Runner - Runner", which stars Ben Affleck and Justin Timberlake.

Prior to his career as an FBI agent, Jeff was employed by Xerox Corporation as a Computer Systems Analyst. He has an undergraduate degree in Criminal Justice from the University of New Haven (Connecticut) and a Masters Degree in Business Administration from the University of Texas.

Select Keynotes

- **Crisis Communication: How to the Feed the Media Without Getting Your Arm Chewed Off**

When a crisis occurs in any company, across any industry, there are in reality two separate crises. The first is the immediate problem that caused the crisis in the first place. The second crisis can far outlive the first and potentially destroy a company. The second crisis involves the public's perception of what happened, how it happened and what was done to fix it and ensure their safety and well-being.

- **Cybercrime: How to Keep Yourself and Your Business Safe**

This presentation focuses on the most current cyber threats against individuals and businesses. From account hijacking to database hacking to the crypto locker ransom scheme, Jeff educates the audience by providing real examples, the vulnerability that allowed the crime to occur and what you can do to prevent it from happening to you. There are no technical prerequisites for this program. The presentation targeted to business employees, managers, executives and anyone interested in keeping themselves or business safe from cybercrime.

- **Hoodlums to Hackers: How Crooks Beat the System and What We Can Do to Stop Them**



The main focus of this non-technical presentation is on how prevent the most recent threats involving identity theft, cyber fraud, social networking scams, tax refund fraud and payment fraud. It is the most popular presentation for wealth advisor client events because it answers many questions that advisors receive from their clients. The audience will be informed, inspired to take action and entertained at the same time. Fraud is a serious topic, but as with all of Jeff's presentations, it incorporates humor to engage the audience and help them remember key learning points.

- **Leadership Communication: Develop, Deliver, Connect.**

Whether you are communicating your ideas to one person, a small group or a large audience, your ability to deliver messages that motivate and inspire is crucial to success. This presentation will focus on how to develop great messages, deliver them effectively and to connect with your clients and stakeholders to achieve maximum results.

- **Terrorism in America What Terrorists Want and How to Stay Safe**

This is a highly educational and timely presentation from an experienced federal law enforcement official about a serious issue that affects every U.S. citizen. The audience will leave with a better understanding of the roots of terror and how it relates to our risk here and abroad. The presentation will provide context and perspective and answer many questions that people have about the threat environment and what to do to protect themselves and their families.

- **The Hidden World of Sex Trafficking: Two Perspectives on an Epidemic**

Jeff Lanza presentation focuses on the many facets of human trafficking in the United States and demonstrates the acute nature of the problem by profiling the facts and circumstances surrounding recent FBI investigations and the subsequent prosecutions in the areas of prostitution, domestic servitude, farm labor and retail services. Agent Lanza goes beyond this important description of case studies to set the stage for uncovering the root causes of human trafficking and the challenges facing law enforcement and social service agencies in mitigating the problem. Moreover, Agent Lanza discusses what can be done by citizens to assist in overcoming these challenges and defeat the horrible injustice and inhumanity of Human Trafficking. Timea Eva Nagy is a sex slave survivor, speaker and social advocate Timea's presentation includes her nightmare as a sex slave which began in Toronto, Canada in 1998 after she arrived from Budapest, Hungary in the hopes of fulfilling a summer position. She was kidnapped, controlled, and kept under horrible conditions and forced to work in the sex trade in Toronto and surrounding areas. With careful planning and courage, Timea escaped from her captors after three long and painful months to become a witness in a court case against the Canadian and Hungarian criminals who held her captive. Although her case was lost in court, she gained life experience that she is now ready to convey into a message of hope to help others avoid the tragedy of human trafficking. Her new book, *Memoirs of a Sex Slave Survivor*, is a full accounting of her story and her road to wholeness.

- **The World Beyond Words: Reading and Projecting Body Language for Better Communication**

Is a person buying into your message? Is it time close the deal or try another approach? Whether we realize it or not, all of us are in marketing, as we sell ourselves and our ideas on a daily basis. Jeff will help enhance communication skills and business relationships by increasing the ability to understand key signals that make up two-thirds of our projected communication.

Select Book Titles

- **2014:** Pistols to Press: Lessons on Communication from an FBI Agent and Spokesman

Select Testimonials

"Jeff knows the subject matter exceptionally well! Jeff has a knack for connecting with a diverse audience in a very effective manner." John Williams, President, First National Bank of Pennsylvania "Jeff's presentation on cyber security and identity theft was a tremendous help to me and now I am a big fan!" Nancy K. – Washington, D.C. (Attended a Morgan Stanley Client event) "It was an awesome presentation, with perfect timing, perfect delivery and great information." Laura Hill, Professional Speaker "Jeff did an incredible job connecting with my clients and providing truly valuable information. He offers a very unique combination of confident authority and genuinely approachable humor." Gregory A. Bryson, Branch Manager, Registered Principal "This was the best presentation I have ever seen." Arthur P. Bernstein Executive Director Hopkins & Carley, A Law Corporation "I have had the opportunity to witness Jeff Lanza present to 5 organizations over the past few years. Jeff is one of my favorite speakers to listen to. Each one of his presentations has been different. He combines his many years of FBI experience with exceptional humor as well as fascinating story telling. If you are looking for an experienced, presenter that has mastered several interesting topics you cannot go wrong with Jeff Lanza." Norman Craig, MA, LUTCF Principal, ProPartners Wealth Excellent! Best presentation in 27 Years!! Mike Brewer, Account Supervisor, WaterOne LOVED the speaker! He had a lot of great information that I feel businesses can actually implement with little or no cost. I heard several comments as I was leaving, "he was a great speaker", "he brought life to a not-so-fun subject". Whoever booked him made a great call! Angela Lynn, Metropolitan National Bank "I would highly recommend Jeff Lanza, he was absolutely awesome!! His presentation was one of the best we have had. Very informative and useful for every individual. Jeff has a wonderful way of keeping you engaged in the whole presentation. He is dynamic, informative and entertaining! The slide presentation is meaningful and real. He would be an asset to have at any conference. Our feedback from having Jeff this year was amazing. "Outstanding" on every evaluation form." Laurie Adams, President, Pennsylvania Association of Medical Staff Services "Best ethics presentation I have seen in 50 years of attending presentations!" Gary Doggett, Accountant, Johnson County Government, Olathe, Kansas "Jeff is masterful at reading the audience and paced his remarks accordingly. Laughter, lots of "aha" moments, sincere interest and furious note taking are the hallmarks of an interested audience and an interesting speaker!" Rebecca Smith, US Bank, Medford, Oregon "If you want a presentation that keeps participants coming back for

more, select Jeff Lanza. Who said one can't learn and be entertained at the same time? With Jeff, that's exactly what you get. Jeff receives rave reviews and recently received a rating of 4.93/5.00!" Mary Rapp MacBain, CPA.CITP, CGMA President/CEO, Kansas Society of CPAs "Your presentation was great. Truly a gold standard in keeping an audience alive and paying attention." Brian McQuade, Medford Chamber Board Member "I have attended many conferences and have listened to a number speakers, but have to say I only remember one other speaker who impressed me as much as you did. Your presentation was absolutely AWESOME!! Not only did you present a lot of useful information, it was presented in an entertaining manner – the two hours were not long enough. This is one presentation I will not forget." Amelia Amy Brandt, CPCS Medical Staff Services Office, Hershey, PA 17033 "I have been attending seminars for 20 years and Jeff's are the best I have ever seen." Kurt Schubert, United Security Bank, Auxvasse, MO "Your presentation information is invaluable. Your presentation technique kept me totally engaged." Ilene Baker, Community Action Partnership, Minot, ND "I had been looking forward to hearing you speak and was not disappointed. The topics of cyber-crime, social media, and media communication are so timely and critical to both our professional and personal lives. You made these topics easy to understand and you did it in a highly engaging and entertaining manner. Your presentation was one of the best I've seen and I would highly recommend it to any group or organization." Jan Duncan, PMP KC PMI Chapter member "His presentation alone was worth every penny of the registration cost." Anthony Rome, Professional Engineer, Overland Park, Kansas "He was great. Best presentation at the conference." Brian Scovill, Professional Engineer, Overland Park, Kansas

– *Various people*