

Dr. Nido Qubein

Leadership Expert

Please contact a GDA agent for information.

Topics

- Business Growth Strategies & Trends
- Communication
- Innovation & Creativity
- Inspiration & Achievement
- Leadership
- Navigating Change & Uncertainty

About Dr. Nido Qubein

Dr. Nido R. Qubein is an accomplished university president and a nationally recognized author, speaker, and leader. Dr. Qubein came to the United States with \$50 in his pocket and a few words of English in his vocabulary ... yet went on to become one of America's most sought-after speakers and consultants.

As a university president, the story of his tenure at High Point University is known to many.

In less than a decade, he led the institution to phenomenal growth and significant academic advancement, tripling its size and moving it to the number one spot among Best Colleges in the South.

As an American citizen, President Qubein has been the recipient of some of the highest national awards, including induction into the Horatio Alger Association for Distinguished Americans with General Colin Powell, Oprah Winfrey, and the founder of Starbucks, Howard Schultz. He is the recipient of DAR's Americanism Award and the Ellis Island Medal of Honor, along with four U.S. presidents. He is a member of the International Speakers Hall of Fame and, in fact, has served as president of the National Speakers Association.

As a business leader, he is the chairman of Great Harvest Bread Company with 220 stores in 43 states. He serves on the boards of several national organizations including BB&T (a Fortune 500 company with \$210 billion in assets) and the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide).

President Qubein is the author of a dozen books and scores of leadership audio and visual recordings translated into many languages. The Biography Channel televised his Emmy-nominated life story titled "A Life of Success and Significance."

In his home city of High Point, North Carolina, he has been named both the Citizen of the Year and the Philanthropist of the Year. His foundation has invested millions in scholarships for deserving young people and his family has been among the largest benefactors to High Point University and other organizations.

Select Keynotes

• Achieving Peak Performance

This presentation will show you how to prepare your employees for high productivity and your company for maximum profitability. Learn how to grow a well-trained, educated and motivated team. Dr. Nido Qubein makes an important point: Teaching people skills without giving them a vision for a better future—a vision based on common values—is only training. He goes beyond dictionary definitions to show that yesterday's thinking looks at the tasks people perform today and asks "How can we train our future employees to do these things?" Tomorrow's thinking looks at the kind of people needed to execute corporate strategy and finds ways to educate employees to become those kind of people.

• Communicate Like a Pro

Communicating effectively with people, inside your company and beyond, is a minimum-requirement skill in our ever-changing global marketplace. This presentation is designed to help your audience develop the communication skills required and to wield them with power and effectiveness. They'll learn not only the basics, but many of the finer points Dr. Nido Qubein has picked up during a long and successful career as a professional speaker, author, and advisor to top executives and to successful companies, including specific strategies used to "connect" for persuasion and results. To date he has written a dozen books, delivered thousands of speeches, and showed millions the art of effective



communication. Entertaining and educational. An audience favorite!

- **From Success to Significance**

Out of adversity emerges abundance. Difficult times often are filled with opportunities. Dr. Nido Qubein came to the United States as a teenager with little knowledge of English and only \$50 in his pocket, yet ended up a mega-success story. Today, he is president of a leading university, chairman of a national retail company, and a director of two New York Stock Exchange corporations. He will share his own story, and his ideas and strategies for succeeding through even turbulent times. This dynamic, authentic, entertaining speaker delivers a powerful, inspiring message on finding focus, balance and meaning in business, and in life. You'll leave this presentation entertained, and inspired to be impactfully innovative.

- **How To Sell, Serve and Succeed**

To sell effectively in today's ever-changing, competitive world, one must master sales skills and behavioral knowledge. Dr. Nido Qubein teaches both with humor and audience involvement. He focuses on the Law of Identification (when something becomes personal it becomes important; treat every customer as if you're about to lose them) and teaches participants to ask penetrating questions (how must this person feel first so that this person will buy from us?). Dr. Nido Qubein emphasizes: Prospects don't want to buy your product; they want to buy the product of your product. Remember: Your service and product must be better than your competitors and your customer must readily acknowledge that.

- **If I wanted to Buy What You Sell, Would I Buy It From You?**

Why should people do business with you? How easily can someone else imitate what you do? Do your customers think of you first? Dr. Nido Qubein shares dynamic principles for personal and corporate achievement. It doesn't matter how much you know or what you can do. What matters is what your customers and colleagues believe and perceive you can do for them. Do they understand and value what you are offering? Your positioning reflects other people's confidence in your ability to do whatever you do with professional competence and expertise-how much they trust you to meet their needs. Your positioning is the way people feel about you and your work; it's about the way you make them feel when doing business with you. Dr. Nido Qubein shows your audience how to "position" for maximum results using a practical approach and a professional strategy.

- **Transforming and Re-culturing In Challenging Times**

In six short years, Dr. Qubein led High Point University through a massive transformation that skyrocketed enrollment from 1,450 to 4,100 students, increased the number of faculty from 108 to 260, and expanded the campus from 92 to 310 acres – all in the midst of the worst economic disruption in the last half century. The university invested \$700 million in academics (including the founding of three new schools), student life (47 new buildings), scholarships, and athletics. How did they do it? President Qubein insists it's all about defining a clear vision, planning a solid strategy, employing practical systems, and focusing on consistent execution. In this keynote address, he'll outline the fundamentals that anyone can use to travel the journey from success to significance, to inspire a team towards extraordinary performance, and to render outstanding value. Come to listen and learn from a national leader with a moving life story.

Select Book Titles

- **2011:** Seven Choices for Success and Significance
- **2006:** How to be a Great Communicator
- **1996:** Stairway to Success