

LOU BORTONE

KEYNOTE SPEAKER

"Growing up in the Mob's back yard meant you understood the importance of loyalty at an early age. Where I lived, loyalty was a life or death proposition. Keep your eyes and ears open, and your mouth shut!"



NEW 45-MINUTE KEYNOTE

Vivendi recently reported that a whopping **77% of brands could disappear tomorrow and no one would care**. Customer *disloyalty* is the new normal.

How can you and your business gain and retain new clients, customers, and even employees in this uncertain, post-pandemic world? (*Without using fear and intimidation like the Mafia?*)

The answer is loyalty.

And the proof comes from an unlikely source: **The Godfather**.

Using stories from my own upbringing in the "mob's backyard," along with memorable examples from *The Godfather* novel and movies, I'll show you how loyalty is the new currency, and how you can use lessons from *The Godfather* and the Mafia's "Code of Honor" to create fiercely loyal customers and employees who "can't refuse" your offers!



Leadership Secrets of The Godfather

ABOUT THIS PRESENTATION:

There's an Italian proverb that says that "Friendship is a plant that must be watered often." And Cicero said that, "Nothing is more noble and more venerable, than loyalty."

What if we take this "lost virtue" of loyalty and make it part of our businesses, our communities and our families? In this unique and entertaining keynote, I'll share leadership lessons from *The Godfather* saga, along with:

- How to use "The Mafia Code" for better business.
- What *The Godfather* got right about management.
- Using loyalty to create happier employees and life-long customers and clients.

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Loyalty

is the New Currency

Leadership Secrets of The Godfather

An Engaging, 45-Minute Keynote About Leveraging Loyalty to Build Profitable Relationships and Gain Lifelong Customers.

The Godfather celebrates its 50th Anniversary this year, and the movies still have a powerful and almost hypnotic influence on our culture. The films have such a lasting impact, that *The Smithsonian* calls it "*The Godfather Effect*."

This presentation is also available as a:

- Virtual Keynote (45 minutes)
- Live or Virtual Workshop (30 minutes)
- "TED" Style Talk (20 minutes)

"Refreshing, fun and eye-opening!"

LOU HAS SPOKEN AT:



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