



Scott

DE LONG, Ph.D.

AUTHOR | SPEAKER | EDUCATOR | ENTREPRENEUR

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LEARNING OBJECTIVES

For experienced leaders who have traditionally enjoyed a position of power, but who may have blind spots to the needs of today's multi-generational workforce. What we need is for our people to commit rather than simply comply. To do that, we need to learn to inspire rather than motivate those in our charge.

By applying the power of humility, empathy, and vulnerability, Scott guides and supports leaders from across the country to begin to shift their relationships from transactional to transformational. It is this transformation that fuels the growth in these relationships, and it is the power of these relationships that helps us navigate what life throws at us and turn setbacks into comebacks.

ABOUT

A serial entrepreneur, Scott has built three previous companies from the ground up. The successful exit from each has positioned him to continue his thirst for knowledge and experience and cultivated a return to the education system where he not only received his doctorate in leadership studies, but he also taught courses in both communications and entrepreneurship at the university level.

Among leadership experts, Dr. De Long balances academic theory and statistics with the pragmatic and practical solutions that work in the real world. This combination of theory and practice puts him in a unique position to truly help leaders create the reciprocal relationships that last a lifetime and break down the barriers of true organizational and personal growth. Scott's latest book, *I Thought I Was A Leader... A Journey to Building Trust, Leading Teams & Inspiring Change* details his journey and explores the power of transformational leadership. Scott is also the co-host of *The CEO Podcast*. A biweekly podcast delving into the most important topics and issues facing today's business leaders.

BELIEF STATEMENT

Scott De Long believes that success in business, and in life, is built on our ability to take ownership and accountability. We need to challenge our assumptions and have the courage to be vulnerable. Most of all, we need to be able to garner trust within our ranks. He believes that we all have something to learn, and we can learn from anybody. He also believes we all have something to give.

"Scott has provided great insights on leadership on personal issue and business issues, which helps all aspects of our life."

Matthew Pearson
Founder
Pearson Legal, PC

"It's like therapy... for business."

Sarah Mirando
VP Marketing
Top Class Actions

"Our 4-hour session felt like 15 minutes because we were so engaged!"

Chad Webster
CFO & Partner
Renhill Staffin



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PRINCIPLED LEADERSHIP: JUST NOT THE PRINCIPALS YOU MIGHT HAVE THOUGHT

While most of us blamed the great resignation on the ramifications of COVID-19, it was not the cause—it was merely the catalyst for a growing problem that started spreading long before the pandemic began. With some industries seeing as much as a 57% turnover rate and with the vast majority of that turnover involving those between the ages of 18-35, the real cause of this phenomenon was that our younger employees did not feel connected with the job, or with the organization's leaders.

It is easy to blame the millennials and Gen Z for what looks like a lack of ambition or work ethic, but it is not they don't want to work—they just don't want to work for us! These young professionals and their philosophies are here to stay. We raised them to be free-thinking and independent, and they have not only become our employees, but they are also our customers. The fact of the matter is this: **It is not them that needs to change, it is us that needs to evolve and adapt.**

WHO THIS IS FOR:

- ✓ C-Level Executives
- ✓ Entrepreneurs
- ✓ Human Resource Professionals

WHAT YOU WILL TAKE AWAY:

- ✓ That trust is the key to connection and relationships
- ✓ How to build trust both faster and deeper
- ✓ Three philosophies of Principled Leadership

THE RELENTLESS PURSUIT

If you watched the Netflix documentary on Michael Jordan, entitled *The Last Dance*, you may recognize the name Tim Grover. Tim wrote a highly acclaimed book entitled *Relentless: From Good to Great to Unstoppable*. This work is very popular in the entrepreneurial community because of our desire to build great companies. The book details a process to achieve mental and physical dominance. There is also a growing community of testosterone-driven coaches who teach a hard-nosed, win at all cost approach to business and life.

The problem with this approach isn't the drive or relying on passion for a goal—those can be good things. The problem is the personal cost associated with this approach. To achieve your goals through this means, you must be relentless. This will likely come at a great cost. Relationships with the people closest to you—our colleagues, your friends, and even your family—will likely suffer. I'm sure you're saying "no, that's not possible." I assure you, it is very possible, and more so, the likely outcome. So, if you're willing to keep going no matter the cost, no matter who you step on, and if your successes is worth everything and is measured by the trophies and awards on your shelf and the cars in your garage, etc., then a *relentless* approach may be for you.

But, if it's not... and if you desire close, long-lasting relationships that form bonds and a foundation for success without sacrificing friendships, good working relationships, and the love of your family, then I have an alternative for you.

WHO THIS IS FOR:

- ✓ Entrepreneurs
- ✓ C-Level Executives
- ✓ Founders & Other Senior Leadership

WHAT YOU WILL TAKE AWAY:

- ✓ A new definition of success
- ✓ Principles that fuel relationships
- ✓ A renewed view of your employees



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CULTIVATING COLLABORATION: TRANSFORMING CONFLICT INTO OPPORTUNITIES

For most people, the word conflict elicits a primal reaction. This reaction is based on signals from the amygdala to pump stress hormones like epinephrine, which raises blood pressure, increases breath rate, and sends blood to the large muscles in the body preparing to run or fight. This response lessens the blood available to the prefrontal cortex, which means we have a reduced capacity for rational thought.

The synonyms for conflict include war, battle, or conflict. No wonder the amygdala gets involved. What if I were to tell you that it is possible to reframe the word conflict and see it differently? See it in a way that allows your brain to look for the value in conflict. What? Value in conflict!

Yes, several benefits can be obtained through conflict. Seeing it in the right light and understanding the process will help improve relationships, come to a mutual understanding, and possibly create better resolutions than you had hoped for.

WHO THIS IS FOR:

- ✓ C-Level Executives
- ✓ Entrepreneurs
- ✓ Human Resource Professionals

WHAT YOU WILL TAKE AWAY:

- ✓ Reframing conflict as a difference of opinion
- ✓ Transforming conflict into opportunities
- ✓ Turning adversaries into allies

AUDIO & VISUAL RECOMMENDATIONS

The list below is preferred but not completely necessary, so we request a pre-event meeting with the A/V lead a week before the event.

AUDIO

- ✓ Wireless Lavalier Mic or
- ✓ Headset with mixer and
- ✓ Audio Technician

VIDEO

- ✓ PC to project to monitors and confidence monitors
- ✓ Wireless presenter remote
- ✓ Confidence monitor and countdown timer

STAGE SET-UP

- ✓ No podium (Preferred)
- ✓ Bar stool seating if there is going to be a panel

VIDEOGRAPHY

- ✓ Video from three angles :
 - Wide Stage, Close Up on Stage, Audience
- ✓ A/V test at least 60 minutes before the start of the event

SPEAKER FEE: \$7,500 + Travel-Related Expenses

Speaker Fee includes up to 50 copies of Scott's book, *I Thought I Was A Leader...*