

transformative DIRECTIONS

featuring

DR. JP GEDEON

Renowned Corporate Strategist and Award-Winning Corporate and Motivational Speaker

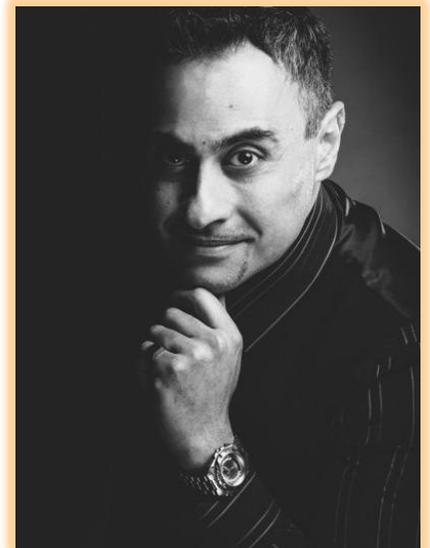
ABOUT DR. JP GEDEON

Dr. JP Gedeon is an award-winning corporate and motivational speaker and one of North America's foremost experts on Personal Transformation and Transformative Leadership. Organizations are increasingly looking for unique opportunities to help their employees face the challenges in today's changing environment. JP uses ingenuity, comedy, the most advanced research, and even art to incorporate your key objectives into the most unique and unforgettable keynote, that will leave your delegates talking for years.

How does he do it? With a comprehensive and recognized background in transformative psychology, executive leadership, and strategy development and implementation, as well as a successful career as a leading man on the Broadway stage, Dr. Gedeon brings a unique set of world class entertainment and education. With an unprecedented success record of rave reviews, he is a favorite at conventions and corporate meetings.

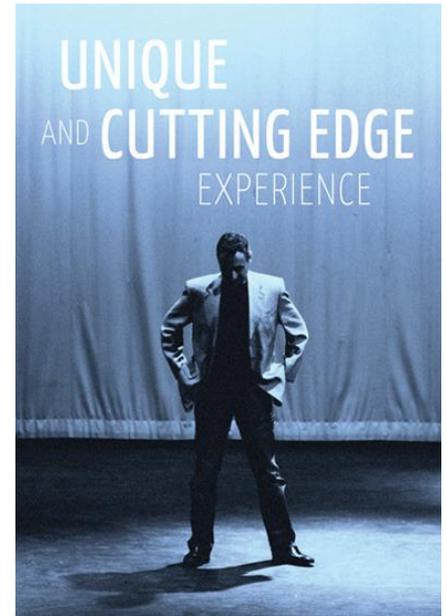
Dr. Gedeon is an award-winning keynote speaker, respected executive, sought-after strategist and transformation consultant, award-winning Broadway entertainer, and internationally published author. He has worked for the top corporations in Canada and the United States, in the private, public, and not-for-profit sectors.

Connect with Dr. Gedeon or his staff today and see how far Transformative Directions can inspire your audiences and bring about the lasting transformation you are seeking.



THE ULTIMATE INSPIRATIONAL KEYNOTE

The most unique and unforgettable keynote ever! Inspire and amaze your delegates with this unique and cutting edge experience. Changes and transformation affect all of our lives. These times are usually some of the most challenging to weather, and are fraught with challenges. What inspiration can be found to walk through these times? What motivation exists to move through change and arrive at lasting balance? By staging a custom Broadway-Style One-Man Show, Dr. Gedeon inspires your audience to achieve strength, find wisdom, and conquer adversity through any change. By presenting the Top 7 Keys to Personal Transformation, a model based in the authoritative insights of transformative psychology, this keynote provides your attendees with the perfect combination of entertainment and content. Give them an experience they will talk about for years to come.



TRANSFORMATIVE DIRECTIONS: THE INTERACTIVE EXPERIENCE

Every organization goes through times of change and transformation. These initiatives are the source of much tension in workflow as well as in the corporate culture. Often, strategies used to overcome blocks in transformation only produce more suspicion and lower staff morale, resulting in an ever-progressing spiral of confusion – and eventually, a failed transformation. Dr. Gedeon has the solution that can help.

Transformative Directions: The Interactive Experience is a hilarious and raucous keynote address, that presents the basic tenets of transformative psychology and combines them with side-splitting antics and interactive exercises. Using the proprietary process of *Transformative Directions*, Dr. Gedeon leads your audience through an interactive and personal exercise that will both entertain and thrill them as well as provide them with personalized insights that they can immediately use to unstick their unique blocks to transformation.

Your audience will leave this keynote with a personal roadmap to transformation as well as a thought-provoking and entertaining story they will recount for a long time!

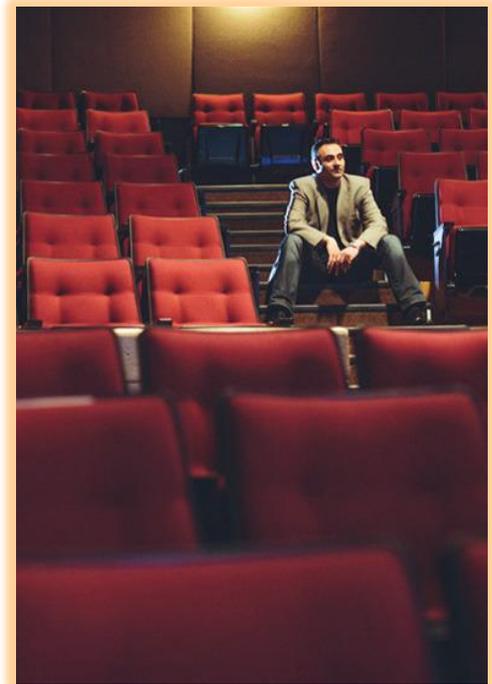
TRANSFORMATIVE DIRECTIONS: THE MODEL

The only keynote on the market that tackles the challenging issues of Transformative Leadership and delivers a result that will revolutionize how you think of leadership for years to come!

Your audience is comprised of professionals who are leading change and transformation initiatives all over the place. They are struggling with the complexities of change, the personalities at work, the resistance of staff, the maintenance of a constructive culture, and the continued engagement of the organization. They are searching for a model of transformation that can move their organizations to new heights, empower their staff, consolidate their processes, and result in lasting and constructive change. Enter Dr. JP Gedeon.

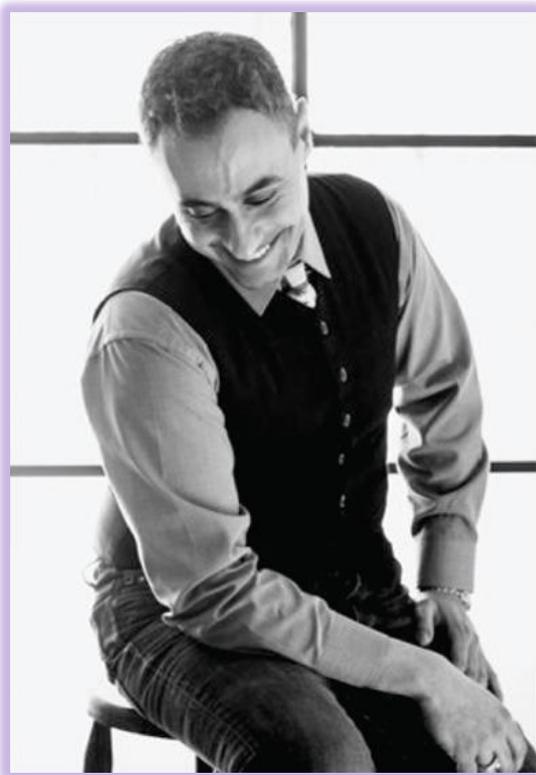
Dr. Gedeon has developed one of North America's most respected and proven models of Transformative Leadership – a model that bases itself on the empirical insights of scientific research in transformative psychology, and combines it with the stark realities of the business environment. The model presents a novel and powerful way of approaching leadership, such that transformational success and powerful engagement are assured. Set out in seven impactful phases, the model moves leaders from paradigms of process-driven leadership to truly transformative mindsets – and challenges them to take on new, effective, powerful, and driven leadership styles that bring about permanent change and corporate resilience.

Presented in very accessible terms, with down to earth examples, and drawing on the collective experience in the room, Dr. Gedeon weaves the narrative of Transformative Leadership into an entertaining, laughter filled, insight driven keynote, that will intrigue, surprise, and revolutionize how your audience thinks about leadership.



MASTER OF CEREMONIES

You've put countless hours into the planning of your special event, now it's time to find the perfect host to guarantee its success. Enter Dr. JP Gedeon, Master of Ceremonies and consummate professional. With comedy and world-class theatrical techniques, Dr. Gedeon engages his audiences with a mix of prepared and impromptu interactions to support your agenda, content and timelines.



As Master of Ceremonies, Dr. Gedeon raises the level of your meeting through his unique brand of humour, inspirational insights, clever antics, and even Broadway songs, all within the limits of your carefully prepared structure. This format is inter-dispersed throughout the conference and will draw out your attendee's enthusiasm, commitment and sense of humour.

Dr. Gedeon will work with you and your organization to develop an effective balance of hosting, motivating and reflecting on your key messages and business objectives. Imagine how dynamic your days will be with a Master of Ceremonies who understands when it's time to move things along, engage in an energizing and hilarious activity, pause for a moment of powerful inspiration, or deliver an informative and fun re-play of what has been learned throughout the day.

We know that staying on schedule, conducting presentations and keeping attendees focused can be a challenging endeavor. Let Dr. Gedeon help you to make your next event stand out from all the rest!

MEETING PLANNERS

Fee

If you are considering hiring Dr. JP Gedeon and have questions regarding his speaking, training, or coaching fees, please call Transformative Directions directly at 416-303-0594. Prices will vary depending on what you are looking to book, and we will be more than happy to provide all the information you require to make a full and informed decision. In terms of process, a 50% deposit and a signed agreement will be required to secure the date you require. The balance of your professional investment is due on the date of presentation.



Expenses

Dr. Gedeon requires both accommodation at your conference site and full fare economy return airfare from Toronto, Ontario, Canada to your location, including all airline surcharges. All airport transfers to your conference site will also be charged. Travel days and onsite daily meal allowance will be invoiced at \$75.00 per day for regional and \$ 95.00 a day for major city/national engagements. Local presentations will incur a parking charges and \$0.55 per kilometer travel charge.

Travel Arrangements

Due to a constant ever changing flight and booking schedule, we respectfully request to book all airline tickets ourselves. Parameters of air travel expenses will be discussed with you to ensure that your corporate expense policies are not compromised.

Room Set Up & Audio Visual Equipment

- Our standard audio visual equipment needs are as follows:
- Wireless lapel/lavaliere microphone for Dr. Gedeon
- Wireless handheld microphone for interactive audience work
- LCD projector with laptop connection cables
- Stereo to XLR connection cables between Dr. Gedeon's laptop and the meeting room's sound system
- A lectern or black draped A/V cart to house the projector(s) and Dr. Gedeon's laptop
- A back up laptop is a requested redundancy measure. Dr. Gedeon always carries a data stick of his presentations, just in case of unforeseen circumstances and breakdowns
- A prop table with (2) pitchers of water and 2 glasses



GLOWING REVIEWS

“Simply the best, most powerful keynote I have ever seen! Awesome job, JP! Here’s hoping to get you back again next year!”

Cheryl Y. – Toronto, Ontario

“The Ultimate Inspirational Keynote blew my mind. You’ll never see anything like this! It was mind-blowing. I actually laughed and I actually cried, but most importantly, I am now so motivated and inspired to make the changes I know I need to make.”

Pamela M. – Ottawa, Ontario

“We are so glad to have you back – you are one of our favorite speakers!! So many of our attendees ask for you year after year, and this year, you certainly outdid yourself! The Ultimate Inspirational Keynote was simply the most powerful keynote presentation we have ever seen. Congrats!”

Lisa B. – New York, NY

“Thank you! Thank you! Thank you! That was UNFORGETTABLE!”

Stephen L. – Amherst, NY

“The training program developed and delivered by Dr. Gedeon provided our team with the building blocks they required to successfully further our corporate change. The team here hasn’t stopped talking about the education retreat and the insights they gained through the process. Our CEO is completely satisfied with the outcome of the training and with the coaching that ensured afterwards, and considers the investment made in development well spent. We whole-heartedly endorse Dr. Gedeon and Transformative Directions for any development or coaching outing your company might seek.”

Annamaria F. – Calgary, Alberta

“I thought I knew what corporate transformation was all about, but now, I have a whole new appreciation for the field. I have a development plan and roadmap that Dr. Gedeon helped me put together, and I am well on the road to learning new skills. Thanks, JP, for helping become a better leader.”

Mark M – Ottawa, Ontario

“JP!! The funniest, most striking keynote speaker! Unbelievable energy, unbelievable voice, unbelievable message. Don’t miss out! Book this guy today!”

Brain L. – Boston, Massachusetts



CONTACT US

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