

Brian Norris

A recognized leader in increasing sales and productivity, **Brian Norris' strategies work.**

With over a decade of experience and research, only Brian knows how to combine the three keys that are the foundation to organizational growth and profitability: marketing, management and motivation.

Brian presents with a blunt and real charisma that is immediately infectious as he navigates you through the hands-on world of marketing, management and motivation. As a celebrated speaker, author and researcher, Brian's approach to business and life reminds you how much easier it is to be 'positively passionate' by focusing on what's right versus what's wrong.

In addition to his star-power, you'll also appreciate Brian's wealth of knowledge, background, and understanding. He jam-packs more valuable information into each training session than most people experience in an entire semester of college. Still, you learn without the painful/dull atmosphere often associated with old-school training. Brian makes learning effective, fun and profitable.

Brian's work as a marketing strategist, copywriter, keynote speaker and trainer continue to generate millions of dollars in new revenue for his clients and audiences. His techniques and innovation solutions also save millions of dollars in the form of lower turnover, lower training costs, lower expenditures on ineffective marketing and advertising, and higher customer retention and referral rates. Brian's powerful insights can do the same for you too.

Take the drudgery out of training. Infuse your organization with passion, positivity and profitability by bringing in Brian Norris to train, recharge and inspire your people today.



Achievements

Publications

- Author, *How to Get Buy-In Without Kissing Up or Selling Out*
- Author, *The Creative Sales & Marketing Manual*
- Author, *Passion Power; How to Live, Love & Lead the Life You Deserve*
- Creator, *The Stick Assessment*
- Editor and Publisher, *Passion Power™*

Work History

- Four years training and managing front-line employees in the hospitality industry
- Business owner since 1990
– Brian Norris LLC
- 14 years as a consultant, marketing strategist, copywriter and graphic designer
- Nine years as a keynote speaker, trainer and facilitator
- Experienced curriculum designer and master trainer
- Over 1,000 presentations, speaking in all 50 states, training over 500,000 people
- 1,000s of hours of research in the areas of marketing, leadership and sustaining high morale work cultures

Awards & Affiliations

- Member, International Association of Experts & Authorities
- 1998 Southeast Regional Toastmasters International Humorous Speech Contest Winner

Favorite Training Topics

Creative Business Development Strategies (Marketing, Sales, Copywriting, Customer Service, Interpersonal Skills, Web Design & Promotion)

Essential Skills for Managers, Supervisors & Team Leaders (Team building, Motivation, Generational Studies, Problem-Solving, Creativity and Innovation, Real Leadership, Dealing with Negative People & Workplaces)

Passionholics™ – A New Approach to Cultivating Passion & Positivity in the Workplace

How to Be a Positively Passionate Trainer

How to Be an Exceptional Follower & Team Player

Acclaim

"Brian was a dynamic speaker...an inspiration...Unlike any other seminars. Not the same old textbook knowledge. Practical advice!"

– R. Simpson, Accounting Supervisor, Denso, Inc.

"Brian gave me tools I can use NOW! Very informative & useful interaction and discussion. Brian involved participants & really encouraged participation & interaction. Real world!"

– P. Bolt, Training Manager, Gordon Food Service

"Brian's passion is contagious. I was looking for a shot in the arm and practical applications — and I got that and more. It may sound over the top, but my life has been enriched by Brian."

– A. Chester, Manager, Inside Sales, Bayer Corporation

"Brian was a true inspiration! ...Very educational and easy to understand. The information was given in a way that will make it easy to take it back to the office."

– J. Matkins, Supervisor, First Citizens Bank

"...Energized! Brian is high on life."

– M. Vance Grant, Planning Manager, Duracell

Clients Include

- ADP
- Bayer Corporation
- Big Brothers Big Sisters
- Caterpillar
- City of Kissimmee, Florida
- Colonial Life Insurance
- Compaq Computers
- Cornell University
- Dallas Tribune
- Dell Computers
- Discover
- Duracell
- Georgia Dept. of Labor
- Harrah's Casino
- IBM
- Johnson & Johnson
- Kraft
- National City Mortgage
- United Way
- US Airforce
- USDA Rural Housing
- Wegmans
- Welcome Florida

To bring Brian to your organization, contact Brian Norris LLC at **414-899-1905** or email info@briannorris.com