

Bob Mayer Keynotes

1. Dare You? The Who Dares Wins Circle of Success:

An introduction to the nine Special "Forces" of the Who Dares Wins program. This provides you with the battle-tested tools for change, conquering fear, and turning dreams into realities. Dare to change. Dare to be confident. Dare to be elite.

2. Who Dares Wins: Inspirational Stories from the History of Special Operations Forces—Lessons Learned You Can Use:

Blood lessons are the most poignant and the ones people remember. Stories from Special Operations Forces through history, from Rogers Rangers to the Green Berets and the Navy SEALs, highlight lessons that can be applied to everyday life and business.

3. Who Dares Wins: The Green Beret Way to Build the Winning A-Team:

What makes an A-Team the most elite small unit in the world and how can your team incorporate these techniques, especially the Special Forces Mission Statement and Mission Planning Matrix.

Who: People are your most important asset.

Dares: Leadership that dares to be different.

Wins: Goals that are clearly defined and aligned.

4. Who Dares Wins: Setting Specific and Achievable Goals

If you don't know where you're going, you're liable to end up in the wrong place. I focus on how to state clearly defined goals in one sentence. How to align goals to increase personal and professional innovation and morale. The key is to figure out WHAT you want/need to change and achieve by writing down positive goals. WHY you want to achieve these particular goals so you can set boundaries for goals, so you don't go to extremes. WHERE will this change occur by figuring out what in your environment is hindering you from achieving your greatest possible success.

5. Who Dares Wins: Assessing Character, Producing Change, and Increasing Courage

Most people don't know what true change and thus only about 5% of people can achieve self-motivated change. Learn the three steps of change and use Special Forces Assessment and Selection techniques to unleash your true potential. The key is understanding your CHARACTER, your strengths and weaknesses is essential to sustained CHANGE. The key to true CHANGE is understanding and implementing the three steps: One. Have a moment of enlightenment. Two. Make a decision. Three. Implement sustained action. During this process you need to build the COURAGE to change. This is done by probing into your CHARACTER and finding your blind spot. Then you must expand your Comfort Zone by repeatedly venturing into your Courage Zone. By following these basic principles, individuals will begin to

experience true, lasting change.

6. Who Dares Wins: Effective Oral and Written Communication Techniques That Increase Efficiency and Morale:

COMMUNICATE to the world. The purpose of communication is to evoke a desired response. Writing things down makes them real and delineates responsibility. Read and listen carefully to get the true message being communicated by others. (Special Forces Standing Operating Procedures, After Action Reports, and Mission Briefings)

7. Who Dares Wins: People Centered Leadership for Achieving Team Goals

Take COMMAND of your change. You are responsible everything you say and do. You must have honesty and integrity as part of your personal leadership traits. (Special Forces style of Leadership) Leadership in Special Operations is different from that of the rest of the Army. Missions does not come first, people do. But by reversing this traditional military maxim, a higher rate of mission success occurs in Special Operations.

8. Who Dares Wins: Dare To Succeed by Taking Risks and Breaking Rules

COMPLETE the Circle of Success and change. Integrate and align the previous eight tools. Use the three rules of rule-breaking to break out of the mundane and become successful: One: Know the rule. Two: Have a good reason for breaking the rule. Three: Take responsibility for breaking the rule. Pull it all together using Special Forces Evaluation.

9. Seven by Seven: The Anatomy of Catastrophe:

Using seven of the world's greatest catastrophes, a multimedia presentation describing the seven mistakes and failures leading up to each disaster. And how you could easily be in a similar situation if you: ride in a plane; work in an organization; are ever in a crowded place; go on a boat; work in a building; trust your life to an expert, or have a leader that you follow: i.e. everyone. Studying these seven steps in the seven disasters will teach you how to be a Master of (Preventing) Disaster. Use Special Forces E&E planning to avoid disasters in your life and organization.

10. Who Dares Wins: Warrior Writer:

An introduction into the strategies and techniques that make Special Operations forces the world's most successful team. I have applied these tactics to my own career as a New York Times Best Selling author. Not only are these techniques battle-tested, but they are writer-tested. I focus on how the writer can develop these strategies in order to become successful authors turning dreams into realities.

bob@bobmayer.org
www.bobmater.org