

BRANDON ALLEN

INTENTIONAL LEADERSHIP ADVOCATE

CREATING A BUSINESS BY DESIGN VS. A BUSINESS BY DEFAULT

An experience will be created in your business whether you influence it or not. While it is true that there are plenty of experiences inside and outside of a business that are created by accident, it isn't true that leaders want this to happen.

Leaders just get busy. When leaders get too busy, the by-product is that they start playing other people's game and not their own.

Every leader on Earth is born and molded with a specific set of circumstances, gifts, talents, and experience that make them unique. The challenge is bringing that to work in an intentional way on a daily basis.

WHAT HAPPENS WHEN LEADERS TAKE AN INTENTIONAL APPROACH?

Leaders who take an intentional approach:

- Work in their unique purpose daily.
- Create experiences that are play to the leader's strength both inside of their business for their employees as well as outside of their business for their customers.
- Reduce stress by working in their areas of purpose and areas where they create the most impact.
- Build teams that they trust and can delegate to.
- Grow their business at a more rapid rate than business owners who aren't intentional.
- Enjoy their life outside of their business.

The world is starving for high functioning leaders. The kind of leaders that create growth and an environment that allows everyone to operate from their zone of genius in an intentional way.



POWERFUL TALK TOPICS

TOTAL EXPERIENCE DESIGN: HOW TO STAND OUT IN A CROWDED MARKET

Your business is a show. Great shows aren't great because of cosmetics, they are great because of strong, intentional back end processes. Total Experience Design takes you through the building blocks of the experience, taking examples from the Grateful Dead to Zappos.

THE ART OF POWERFUL COACHING: HOW TO CREATE AWARENESS THAT EMPOW- ERS YOUR TEAM

High level leaders are naturals at fixing processes and systems. They aren't great at fixing people. The Art of Powerful Coaching helps attendees uncover what gets in a leader's way from correcting issues in their business and three things leaders must have to be powerful coaches.

TO SCHEDULE BRANDON ALLEN AS A
SPEAKER AT YOUR NEXT EVENT:

CALL (385) 250-0233

HOW DID I GET HERE?

Before becoming an intentional leader that created and built high performing teams and helped hundreds of business owners and leaders to do the same, I was a leadership disaster. I lacked the ability to connect with people in a healthy way. I used fuzzy and passive aggressive communication techniques. To top it off, I was a classic over-promiser and under-deliverer for my team. They were failing because I failed to create influence.

Through a three-year transformation process to improve my self-awareness and leadership tools, I was able to turn my struggling career around and get the results that my boss and my team could be proud of.

Today, I have helped to build Inc. 500 companies, New York Times bestsellers and significantly improved the quality of life and bottom line of hundreds of clients in many different industries.

I am the creator of the Strategic Business Forum workshop series and the host of the Growth and Freedom podcast.

I have authored two books, Total Experience Design and the Management Playbook.

When I am not coaching or training, I, along with my wife and 4 cute girls, live in Salt Lake City, Utah. When asked to describe myself, I will tell you that I am "funny, charming, interesting, and handsome," all of which claims are highly questionable other than the first. I enjoy running, sports, music, hanging out with family, and reading when I am not busy helping others capitalize on their potential.

Brandon

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WHAT PEOPLE ARE SAYING:

"I want to take a moment to give Brandon Allen my highest recommendation as a speaker specializing in business coaching and motivation. I have had the opportunity to hear Brandon speak in multiple venues and on various topics and I can honestly say I have never left feeling overcharged or that I had wasted my time, on the contrary **I always feel leaving highly entertained and motivated to conquer the business world.** Brandon has a refreshing style that commands your attention and if you leave one of his sessions without laughing something must be wrong with you. I look forward to many workshops with him for years to come."

BRETT PACKHAM DDS
Diplomate ABPD

DR JOSH BIBERDORF
President SDCA

"We had the distinct honor of having Brandon Allen be one of our key note speakers at our South Dakota Chiropractic Association Super conference. His lectures were high energy and very engaging for the member doctors. The thing I liked best about Brandon's talks were his **unique perspective on business.** We get pretty tied up in our own industry. He gave us a fresh outside in look at how to organize and run a business. This fresh look gave our member doctors that ability to make changes Monday morning that would impact their bottom line. In setting up his lectures he relayed to me that not only would he speak on the first day but he would stay around for the whole weekend to add value any way possible. He delivered more than expected and would highly recommend him."