

# DISCOVER THE COURAGE TO CHANGE



MIKE LANE  
2006 NATIONAL SPEAKERS ASSOCIATION  
APPRENTICE CANDIDATE



MIKE LANE  
Professional Speaker  
Author of *The Wisdom of Yawdy Rum*

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“The insight you shared was a perfect supplement to our graduate training program. The Thunderbird Graduate School would like to invite you back!”

—*The Garvin School of International Management*

Mike Lane helps companies and individuals bring about positive change by mastering the art of paying attention.

Whether it's improving sales, increasing productivity or creating a greater work-life balance, Mike's interactive presentations teach people the principles of tuning in to the world around them.

Mike will give your employees hands-on tools and tips to improve customer relationships, grow sales and capitalize on your company's competitive edge.

## Why you should choose Mike Lane for your next event?

You'll benefit from Mike's vast experience in corporate sales and marketing. In his 30-plus years as a corporate executive, Mike led his organization in achieving \$500 million in revenue and nearly 16,000 customers across North America. In addition to his real-life experience, Mike has completed nearly 2,000 hours of specialized training in management, sales, marketing and professional speaking. Mike completed his formal writing training at the Loft Literary Center in Minneapolis. He completed the MBA Alternative program through the Minnesota Management Institute at the Carlson School of Management at the University of Minnesota.

“Wow! You delivered the goods for our conference. The effort you put into learning the organization and your ability to support the corporate message were exactly what we needed.”

—Jim Holton, *The Holton Group*

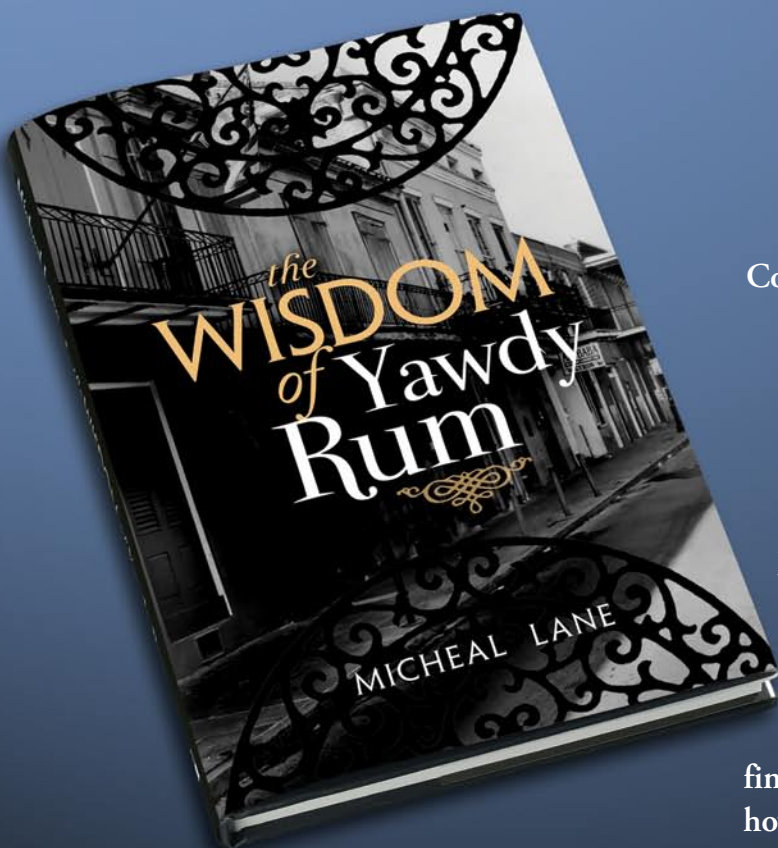
Learning to pay attention! It's an essential skill at both an individual and organizational level. But why is it so hard to master?

Mike's keynote presentations and workshops will:

- Bring focus to customer relationships
- Show your sales organization how to harmonize their efforts with the rest of the organization
- Allow you to capitalize on your company's competitive edge
- Establish a level of professionalism that will set your company apart from the competition

## PRESENTATION TOPICS

- **When you finally start paying attention!**  
Learn Mike's basic principles for discovering the courage to change—starting with listening to what your customers are *REALLY* saying.
- **Customer service: It's all that matters.**  
Explore techniques that will help everyone in your organization recognize that the customer is the only focus.
- **Leadership—a clear path.**  
Understand the dynamics of leadership and unlock the power within your organization to capitalize on your competitive edge.
- **Help me buy; I'm tired of being sold.**  
Discover the basics of sales professionalism that will set your organization apart and deliver customers to your door.



Contact Mike today to schedule your next event.

[www.mikelaneproductions.com](http://www.mikelaneproductions.com)

[www.LaneSpeaks.com](http://www.LaneSpeaks.com)

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Mike Lane is the author of *The Wisdom of Yawdy Rum*. It is a story that blends memoir and inspirational writing with a spicy mix of New Orleans jazz, cuisine and history. It is a story about relationships, self-discovery, finding balance, setting priorities and learning how to bring lasting positive change into your life.