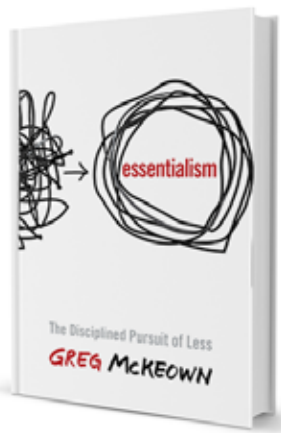


# essentialism™

## The Disciplined Pursuit of Less

### THE BOOK



NEW YORK TIMES Bestseller  
WALL STREET JOURNAL Bestseller  
#1 AMAZON Bestseller in Time Management  
#1 CEO-READ Business Book of the Year  
#1 Business Book of the Year in Japan  
Published in 20 languages  
Featured on NPR, NBC, Time Magazine and Harvard Business Review  
Featured at SXSW, The World Economic Forum and Infusionsoft.

### THE IDEA

Have you ever found yourself stretched too thin? Do you sometimes feel busy but not productive? Does your day ever get hijacked by someone else's agenda?

If you answered yes to any of these, the way out is to become an Essentialist. Essentialism isn't about getting more things done, it's about getting the right things done. By applying a more selective criteria for what is essential, the pursuit of less but better enables us to break through to the next level of results.

**CONTACT** 650.388.0330  
greg@gregmckeown.com  
@GregoryMcKeown  
gregmckeown.com

### THE KEYNOTES

#### **High Performance & Self Management.** Essentialism: The Disciplined Pursuit of Less

We all know it's easy to be busy without being productive in our hyperconnected reality. This keynote offers a new mindset and skillset for discerning what is essential, eliminating what is not, and removing obstacles in order to make execution as effortless as possible.

#### **Collaboration & Team Development.** Why Warm Clarity is the Key to High Performance Teams

We have all worked for leaders who are focused on results but care little about the overall growth and development of each team member: this is cold clarity. Warm clarity is different: it combines courage and compassion to create high performance teams.

#### **Leadership & Execution.** Why Some Teams Break Through to the Next Level—And Others Don't

This keynote shares five ways teams become dysfunctional and how leading as an Essentialist is the key to combating these and, instead, creating unified teams that produce amazing results.

#### **Strategy & Growth.** Becoming Successful at Success

Becoming successful is one thing but it's another thing altogether to become successful at success. This keynote teaches the essential mindset and skillset needed to go from being successful to very successful—the answers will surprise.

#### **Creativity & Innovation.** The Other Half of Innovation

The first half of innovation is fun and easy: it's brainstorming, Post-It notes, exploration, iteration and ideation. The second half is rarer but it's where the breakthrough value lies. This keynote teaches how to select only the most valuable ideas and how to execute them effortlessly.

# “IT IS TWO MONTHS LATER AND I AM STILL HAVING PEOPLE STOP ME AT MEETINGS AND GATHERINGS TO CONGRATULATE US ON BRINGING GREG TO OUR EVENT. THE RESPONSE TO HIS MESSAGE WAS OVERWHELMINGLY POSITIVE AND UPLIFTING. HE WAS ABSOLUTELY INCREDIBLE!”

## WHAT PEOPLE ARE SAYING

It has been six months since we were together and we are still seeing lasting changes in behavior that are material and meaningful to our business. (Really!)

— CISCO

I have been a part of this event for 16 years and McKeown is the best speaker we have ever had!

— GREATER PUBLIC

You blew it out of the park – you had participants on the edge of their seats for nearly two hours. We imagined a great event, but this far exceeded our expectations.

— VMWARE

“Three words: You. Nailed. It!”

—ERNST & YOUNG

I heard from many participants on how impactful your message was!

—GOLDMAN SACHS

Greg was a hit and a people told me his presentation was life changing. WOW! He is a gifted speaker, and I hope we will be working with him again.

— INTERIOR DESIGN

Participants were frankly dazzled as witnessed by a sampling of the letters they sent afterwards!

— STANFORD

You were so hilarious! Have you considered standup comedy? We are getting many emails saying how great it was and everyone loved it!

—YELP

Absolutely fantastic. He really hit a home run with the audience.

—FISERVE

I had many comments over the past 24 hours on how much your comments resonated with the group. I'm feeling great about the impact your content will have on the lives of my team.

— BOSTON SCIENTIFIC

Wow! You delivered – you hit the ball out of the park! The feedback has been so positive and the energy and dialogue this evening around your message to us has been amazing. I couldn't be happier with the outcome today.

— NORTHROP GRUMMAN

The members hung on every word of Greg's keynote. Afterwards I had to pull him away from them in order to make his flight. This was a huge hit.

—WORLD 50

I don't think you could find a better speaker. Greg was an expert, persuasive, engaging, accommodating and compelling. Love, love, loved it! Already tweeting, facebooking, discussing, recommending...”

—SYMANTEC

Your presentation was very engaging and the dialogue continued during the day. Essentialism is spreading.

— GOOGLE

The session was very, very good!

— APPLE





### THE SPEAKER, GREG MCKEOWN

Author of New York Times bestseller *Essentialism*

Originally from London, England

Young Global Leader for the World Economic Forum

Advisor at Apple, Google, Twitter

Blogger for Harvard Business Review:

- ▶ The One Thing CEOs Need to Learn from Apple
- ▶ The Unimportance of Practically Everything

Taught at Google, Facebook, Salesforce.com, Symantec, Twitter & VMware

Contributor to the Wall Street Journal bestseller “Multipliers: How the Best Leaders Make Everyone Smarter”

Board Member for the Washington D.C. policy group, Resolve (KONY2012)

Happily married with four children

MBA from Stanford University

### SHORT BIO

Greg McKeown is the author of the New York Times best seller *Essentialism: The Disciplined Pursuit of Less*. He has worked with Apple, Adobe, Google, Facebook, Pixar and Twitter and co-designed a class at Stanford called, “Designing Life, Essentially.” McKeown has taught at hundreds of events across the world including in the U.S., Australia, Bulgaria, Canada, China, England, India, Ireland, Italy, Japan, Netherlands, Norway, Singapore, South Africa and Spain. Organizations, teams, and individuals have benefited from McKeown’s innovative perspective, which challenges conventional wisdom in defining how to break through to the next level of success and contribution.

### LONG BIO

Greg’s *Essentialism* message surfaced from a painful life-lesson learned the day his daughter was born. Caught between the instinctive fatherly desire to stay with his wife and new baby, and the pressures of a demanding job, Greg made the choice to leave the hospital and attend a client meeting. Shortly after the appointment, Greg recognized that he had made a fool’s bargain. He had been untrue to himself, and had let the expectations and schedule of someone else prioritize his life. In trying to keep everyone happy, he had sacrificed what mattered most.

That experience gave Greg an inexhaustible obsession to answer the question, “Why is it that otherwise successful people allocate their resources in such a way that they make too little progress in too many directions?” His research led to the discovery of the “paradox of success” where people, teams, and companies are kept back from breaking through to the next level by their success. Success can lead to the undisciplined pursuit of more. To avoid this, people need to become successful at success.

Greg left his job and founded a company to inspire people everywhere to apply these insights. Clients include Apple, Adobe, Google, Facebook, Pixar and Twitter. He co-designed a class at Stanford called, “Designing Life, Essentially.” He was named a Young Global Leader for the World Economic Forum and wrote what became the New York Times bestseller *Essentialism: The Disciplined Pursuit of Less*.

Originally from London, England, Greg did his graduate work at Stanford and now lives in Silicon Valley.

### FEE SCHEDULE

40K + 5K travel buy out within the United States.