

David McNally

Founder & CEO of TransForm Corporation, Best-Selling Author, & Award-Winning Film Producer

Why do businesses such as Delta Air Lines, Disney, Amtrak, Apple Autos, and ASHRM engage David McNally to inspire their employees to a whole new level of performance?

David's experience working with leaders of many of the world's most successful companies has taught that any investment in employee development should have a clear, compelling business outcome: *Building a passionate commitment to the brand*. A strong brand is the ultimate ROI. A strong brand determines up to 70% of a company's value. A strong brand is the evidence of customer loyalty—the guarantee they will come back time and time again.

As the Founder of TransForm Corporation, a business consultancy, David has learned that building a strong brand is the responsibility of every employee in every corner of the organization. He delivers dynamic, engaging programs that inspire organizations and their people to transform their brands from the ordinary to the iconic! He teaches how to navigate through chaos and disruption into a world of *Creativity, Collaboration, and Commitment*.

A dynamic and engaging speaker, audiences leave David's presentations ignited with a clear purpose: *To ensure your organization's brand stands out for the crowd*. Participants will have the desire and the tools for delivering a *Distinctive, Relevant, and Consistent* brand experience.

David's has written numerous best-selling books, including *Even Eagles Need A Push*, *The Eagle's Secret*, *Mark Of An Eagle*, and *Be Your Own Brand*, which have been translated into twelve languages and developed into leadership and employee development programs in over twenty different countries. Also, an award-winning producer, David is the creator of two highly-praised, inspirational films, *The Power Of Purpose* and *If I Were Brave*.

His knowledge of what inspires people has been commended by people such as NBA coach, Pat Riley, golf superstar, Greg Norman, CNN host, Larry King, as well as hundreds of executives from many of the world's most successful companies. David is among an elite group of recipients of the Council of Peers Award for Excellence (CPAE) Speaker Hall of Fame by the National Speakers Association (NSA), and has been described by a leading speakers' bureau as one of the world's Top 50 business speakers.