

## Jeffrey Hayzlett

Best-selling Author, Business Change Agent & Marketing Expert

**The Mirror Test: How To Breathe New Life Into Your Business.** Hailed a “Celebrity CMO” by *Forbes* magazine, and famous for his outspoken appearances on numerous television networks, Jeffrey Hayzlett is widely recognized as one of the most influential marketers of our time. He’ll talk to us about what he calls *The Mirror Test*, the title of his new book and a new way to look at your company’s marketing and sales strategy. Hayzlett will share with you some of the newest ways to win with social media, redefine your elevator pitch and help you to transform your business. He has just led one of the biggest iconic turnarounds of Kodak and is here to share how you can do the same for your business. Will your business be positioned to fog the mirror and grow in today’s new economy?

**Running the Gauntlet.** Running the Gauntlet is a rough-and-tumble guide for running and driving change through the business gauntlet. Hayzlett addresses what every business leader must face: getting ready, getting going, and creating and sustaining momentum. Hayzlett shows business leaders and owners how to develop the necessary mental, emotional, and physical toughness they must have for smart, strategic, and lasting change. Hayzlett forces leaders to really get up in their own businesses – to take them over from the inside and drive change – gaining customers and profits in the process. Audience members will be able to efficiently assess what kind of change their business needs and then summon the vision, courage, and passion to enact it.