LAI Leading Authorities, Inc.

Scott Friedman

Humorist with a Message & Award-Winning Motivator

Celebrate! Lessons Learned from the World's Most Admired Organizations "Celebrate!" helps organizations create happier, healthier, more connected workplaces. With lighthearted humor, engaging interaction, and the latest relevant research and examples, Scott illustrates how to create a culture of innovation and celebration. Discover how turning on your "GPS"—Gratitude, Play and Surprise—will guide you and your organization toward increased productivity, better team performance and a happier, more profitable future.

The Best Way to Predict the Future is to Create It In these globally competitive times, resourcefulness and innovation are essential to survival. This fast paced, humorous call to action will show you how to become a victor—rather than a victim—of change. Boost your self-awareness as you learn to be driven not by circumstances and emotion, but by your values and purpose. Scott's easy-to-use techniques will help you foster results-oriented creativity and team spirit. An ideal kick-off or closing, "The Best Way to Predict the Future is to Create It" always leaves participants feeling energized and inspired to create a better future for themselves and their organizations.

Connecting with Customers Customer expectations have dramatically changed over the years. Today, satisfying the needs of your customers by providing fast, efficient service is no longer enough. The most successful companies move beyond customer satisfaction and engage customers in a memorable experience that is consistent with their brand promise. Every employee must live service and take pride in a culture that honors and rewards both employees and customers. This entertaining and insightful program is full of tools and techniques that will help you to engage your customers and build perceived value. Learn to build long-term loyalty as Scott reveals the secrets to connecting with customers and employees.

Sell-e-brate! - Winning The Hearts and Business of Tomorrow's Customers! This insightful and entertaining program explores how to use humor, celebration and value-added creativity to keep your team at the top of their game. These important tools along with the "Sell-e-brate Mindset" will generate new clients and keep your existing customer base consistently engaged. By creating a culture of celebration and honoring your employees and customers you will create happy, eager prospects, ready to buy. Encourage creativity and innovation with refreshing new ideas for inspiring yourself and your team. Learn ways to differentiate yourself and build perceived value that highlights what you do best. Let your "GPS" – Gratitude, Play and Surprise guide you to better connections with customers, leading to the discovery of hidden objections. As you learn techniques used by the world's most admired organizations you will discover that he or she who celebrates – sells!

Using Humor for a Change Become unforgettable. Jump-start your creativity. Ease conflict. Gain control of tense situations. Win impossible business. Create a positive culture. Engage employees. Engage customers. Reduce burnout. Raise productivity. Build better relationships. And enjoy work more than ever before! How do you make this happen? Through the effective use of humor in the workplace. This lively, interactive program explores ways to use humor, creativity, and engagement strategies to bring positivity and productivity to your organization. You will learn to tap into your unique sense of humor–a skill essential to creating the rapport that will pave the way to better relationships and better results. By putting the tools from this insightful program into play, you will soon discover that those who laugh, last!

Employee Innovation for Turbulent Times What does it take to stay relevant and competitive in today's fast-paced, ever-changing marketplace? A culture of innovation! In fact, the #1 killer of employee innovation is a culture which doesn't honor it. When self-expression is welcomed, when employees feel free to be authentic, when employees feel a part of the mission and vision, innovation flourishes. An action-oriented environment leads employees to thrive, brainstorm and invent. This program will show you how to encourage independent thinking and problem solving, how to evolve through calculated risk, and utilize mistakes as lessons learned. Learn to build a culture which celebrates and engages employees, boosts teamwork and rewards creativity. Your reward will be more productive, creative and fulfilled employees.

Happily Ever Laughter, How to Engage any Audience To truly connect with an audience, you need to both educate and entertain. Of course, you don't have to use humor. . . unless you want to break preoccupation, develop rapport, increase retention, and fully engage your listeners! "Happily Ever Laughter" offers practical, imaginative ideas for using humor to increase the value of your presentations. Participants will learn how to play off any audience–be it a meeting of five or an auditorium of 5000. From developing original (and appropriate) material to uncovering an organization's "humor hot buttons," this program will cover the basics and beyond for becoming a more charismatic, effective presenter. As participants begin to take risks and tap into their own unique style they will reap the rewards of an entertained and captive audience.

How to Hold an Audience without a Rope Throughout history, most every great leader has been a great communicator. And to be a great communicator takes humor, storytelling and proven techniques to ensure your message is conveyed with clarity and power. You'll learn how to overcome stage fright, establish perceived credibility, and create authentic connections with your listeners. Your value as a leader and presenter will dramatically improve when you know how to engage others from the conference room to the podium. You'll leave this program thinking, feeling, and celebrating your way towards speaking success. inspired to create a better future for themselves and their organizations.