

N'RICHED
PROGRAMS

JOHN C. RICH

KEYNOTE SPEAKER

Create BUILDING BLOCKS of SUCCESS

John describes himself as an Urban Adventurist™; someone who looks at everything in life as an adventure. This characteristic contributed to his success in marketing, sales, leadership, motivation, strategy, the military, and sports, and he faced these diverse challenges with the vigor of a triathlete. Achievement is like a triathlon; it takes more than one talent to succeed.

When explaining the building blocks of his success, John will often refer to a 20-year study of Harvard graduates. It shows that only 3% of the graduates generated 93% of the wealth. "The successful 3% did something that you can do too." says John.

In his keynote speeches, John demystifies the elements of success. He explores emergent leadership thinking and reflects on his own adventures as he sets out the building blocks for any achievement. He encourages the audience to re-engage their sense of adventure. His humorous stories put challenge into perspective and remind us that we are all made of the right stuff. John provides powerful tools in a high adrenalin, entertaining format.

Anyone can . . .

**Follow the Way of the
Urban Adventurist™
to the top.**

www.nrachedprograms.com 905.729.4351



Marketing: *Head and Shoulders Above the Crowd: The MVPS of Differentiation*

Any profitable business will attract competition. Competition drives prices and profits down. To make your business stand “Head and Shoulders Above the Crowd”, you will need to differentiate it from your competition. The four critical areas are Marketplace, Value, Product, and Service. Focusing on the MVPS will increase profit, and build customer loyalty.

Sales: *Beyond Relationship Selling*

In today’s business environment, it is getting harder and harder to even connect with a decision-maker. “Beyond Relationship Selling” will provide the tools necessary to get noticed by prospects and to make those vital connections necessary for a sale to take place.

Leadership: *What can a Business Learn from Military Leadership?*

John has spent years taking his experience and knowledge of military leadership and applying the principles to his business and personal endeavours. Learn how to take the best of military leadership practices and apply them to everyday life for greater business and personal accomplishments.

Motivation: *Obstacles or Adventures*

Each of us is faced with situations in our life that are less than favourable. “Obstacles or Adventures” takes a lighthearted look at how we can change our thinking, and apply some simple processes to achieve greatness and live a happier life.

Strategy: *K.I.S.S.—Keep It Simple (for) Success*

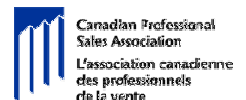
A 20-year study of Harvard University business graduates showed that 93% of the wealth was generated by 3% of the graduates. The single attributable factor was their ability to set goals and develop plans. K.I.S.S. will provide the tools to achieve your goals and master your “destiny”.

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About John C. Rich CSP, CPC, DTM

John Rich is not just a goal setter, he is a goal achiever with a long history of accomplishments.

- President of Affordable Personnel Services Inc. a successful staffing service in Toronto, Ontario.
- Certified Sales Professional and member of the Canadian Professional Sales Association.
- Author of the book “Beyond Relationship Selling” and a regular contributor to staffdigest Magazine.
- Certified Personnel Consultant.
- Past District Governor for District 60 Toastmasters.
- Past President of the Toronto Chapter, and past National Board Director of the Association of Canadian Search, Employment, and Staffing Services.
- Past owner of a First Aid and Safety Products manufacturer.
- Retired Canadian Armed Forces Captain.
- Captain of the 1975 World First Aid Championship Team.
- Competed for Canada in a Military Pentathlon (NATO).
- Triathlons, Marathons.
- Bicycling across Canada with his wife Michelle in 2001.



Beyond Relationship Selling

by **John C. Rich**
 \$24.95 ea + GST (Cdn. orders)
 Call for quantity discounts.

