



# What would change if everyone showed up to work each day with **MORE COURAGE?**

## BILL TREASURER SPEAKS ABOUT COURAGEOUS LEADERSHIP



### ABOUT BILL TREASURER

For over two decades Bill Treasurer has been on a mission to help people and *organizations be more courageous*. Why? Because courage is the first virtue of leadership and business. Courage is what gives business its backbone. With more courage, leaders are bolder, workers are more energized, and performance excels. Without courage, organizations suffer.

### SERVING CLIENTS SUCH AS:

Hugo Boss	CNN
Spanx	Accenture
Saks Fifth Avenue	National Science Foundation
NASA	The U.S. Department of Veterans Affairs
UBS Bank	



### —WHAT YOU'LL LEARN—

- Why courage is the premier virtue of leadership, sales, and innovation.
- How to build people's confidence instead of stoking their fears.
- Tips for creating a culture of courage and high performance.

Bill Treasurer is the originator of the new organizational development practice of courage-building, and the author of the international bestselling book, *Courage Goes to Work*. He is also the author of the off-the-shelf courage-building program, *Courageous Leadership*, published by Wiley. His newest book, *Leaders Open Doors*, became the #1 leadership training book on Amazon.com. His first book, *Right Risk*, was called "insightful" and "practical" by Dr. Stephen R. Covey. Bill is a cancer survivor, ex-professional high diver, master executive coach, business owner, father, and advocate for the rights of children with disabilities.

*"Of all the folks who've keynoted our conferences, Bill was the best at both inspiring and educating our audience...his delivery was flawless."*

Jim Kouzes, coauthor of *The Leadership Challenge*, and the Dean's Executive Fellow of Leadership, Leavey School of Business, Santa Clara University

*"Bill Treasurer gave the closing keynote at the annual Fortune Leadership Summit and helped close out the event in an excellent and 'courageous' way!"*

Verne Harnish, Chair, *Fortune Magazine's* Leadership Summit

