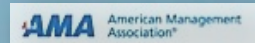
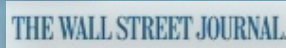
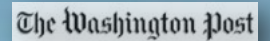


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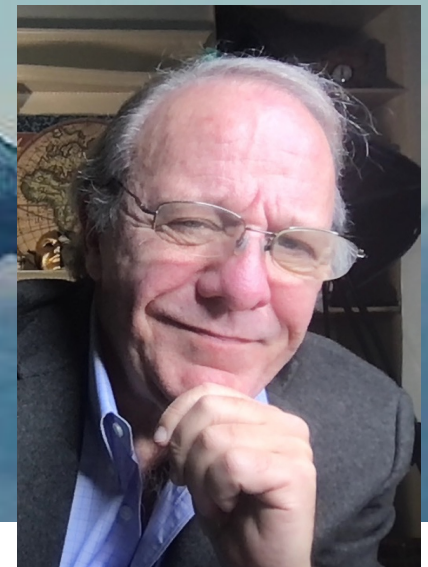
DON SCHMINCKE

Explorer, Author, Researcher

- **High Altitude Leadership** (Amazon bestseller)
- **The Code of the Executive** (CEOread bestseller)
- **Taking Charge: Lessons in Leadership**



Trainer of over 30,000 CEOs



PROVOCATIVE RESEARCH FROM A ROGUE SCIENTIST AND EXPLORER
ON ACCELERATING LEADERSHIP PERFORMANCE

Don Schmincke

Explorer, Scientist, Bestselling Author, Award-Winning Keynote Speaker

"The audience was totally stunned!"



After training over 30,000 CEOs, a NY press agency accused Don of being “the most provocative speaker in industry.” What else would you expect from an MIT and Johns Hopkins researcher who was nearly arrested as a capitalist spy in the Soviet Bloc, was shot off an aircraft carrier, survived in the Kurdish capital as Tehran held hostages, became the first white person in an African Tsonga village, explored religious integration in Vietnamese mountain tribes, developed missile guidance systems while his frat brothers took Vegas (later portrayed in the movie “21”), and was seen in a North Korean DMZ mine-field with his kids (bad dad!)?

Don’s irreverent humor and unconventional methods provide audiences such a refreshing change to other status-quo topics that he’s been called the “management renegade.” His patent-pending offerings transcend typical programs via refreshing alternatives to trendy theories, unproven methods, and phony “experts.” The industry agrees:

“So different from the standard speeches we hear so much at conferences.”

- Renowned books *“The Code of the Executive”* and *“High Altitude Leadership”* (with NBC Emmy-nominated climber Chris Warner)
- Published in over 12 languages and recommended by top business schools.
- Featured by CNN, The Wall Street Journal, USA Today, MSNBC.com and many industry publications.
- Host of Executive Insights TV series and The Leader’s Code radio program.
- Awarded as Top 10 speaker by the world’s largest CEO membership organization.
- Awarded Senior Member recognition by IEEE, the world’s largest organization for the advancement of technology.

The high failure rates of pop-management theories drove Don’s research using anthropology, evolutionary genetics and biology to dispel the “program-of-the-month” syndrome frustrating CEOs and their staff for so long. Don’s science-driven leadership methods accelerate strategic performance in revenue growth, talent management, employee engagement, structure, and cultural alignment. He admits, “our work is politically incorrect but scientifically accurate.”



Audiences love it!

“Most remarkable and entertaining insights I ever heard on stage!”

Today, Don flies 200,000 miles annually speaking at conferences and working in over 100 industries including healthcare, manufacturing, non-profits, technology, finance, insurance, the Department of Defense (where he helped the U.S. Navy evolve its Fleet Readiness strategy), the White House Press Club, and the former Dean of the Army War College . . . and occasionally he can be found at universities inflicting his unconventional techniques on innocent graduate students.

In The News

THE WALL STREET JOURNAL.

AMA
The Wall Street Journal
New York Times
Industry Week
Management Operations
USA Today
MSNBC
CNN
Advance for Audiologists
Website
FSAE Source
Home Furnishings Retailer
Networking Times

The New York Times

Construction Dimensions
Business Climate
Tips4Biz
Mworld
The Distributor's Link
World Fence News Website
Supervision
Emergency Number Professional
World Fence News
ANSOM Website
Aquila Global Advisors
ANSOM



Pro Shop Operator
Professional Door Dealer
Business Update
Carolina Business Website
Minorities and Women in
Business

Transaction World
Detroit Regional Chamber
Website
Professional Door Dealer
Website
Broker Agent News Online
The Distributor's Link
Museums & More
Business Update
The Business Journal
AWCI's Construction
Dimensions

The Business Journal

GCI Magazine
CUES Website
Exit Realty Website
Going Bonkers
RIS Media
College Recruiter Website

Industry Week

CUES
CoatingsPro
Inland Empire Business Journal
Advance for Audiologists Online
Inland Empire Business Journal
Business West Online
African Freeway Website
Produce Merchandising Online
The Virginia Engineer
Reliable Plant Website
Sbusiness
Biz Hamilton & Halton
African Freeway Website
SellingCrossing Website
Florida Real Estate Journal
Online

ManagerCrossing.com
Lab Manager Online
Sales and Service Excellence
HRCrossing Website
Resort Trades Management &
Operations
SOHO Business Report
Best Practices in HR



Nova Scotia Business Journal
MEDICAL Spas
Business Today
Transaction World
Door Data International
Doors and Hardware
Canadian Pizza
Broker World
Reliable Plant Website
ManufacturingCrossing.com
Executive Matters
Advance for Audiologists Online
NM Pro
SellingCrossing.com
Inland Empire Business Journal
ManagerCrossing
The Industry Source
Native American Casino
Connect West
Inland Empire
Business
Journal
Supervision
Business West Online
HospitalityCrossing.com
ENP Online
AQUA



BUSINESS TODAY

Testimonials



"The most critical shift of strategy and leadership in our' 87 years! Provided us the courage to act, and an immediate 6x ROI the first year; including driving sales team productivity up 40% and tripling the profit in an underperforming division."

Mike Mellano. CEO, Mellano & Company
Leading national floral grower/distributor

"The most revolutionary and transforming event in my entire career."

Basil Papavasiliou, Former Aerospace CEO

"Had a profound effect on the entire group. Don's unconventional style changed the way we work!"

Gord Attridge, CEO, NuTech

"We've improved accountability, teamwork, communication, leadership, and values from 73% to 80% as validated by an independent 3rd party audit."

Greg Thomson, CEO, Thomco Insurance Co.

"Using SAGA methods we moved inpatient satisfaction by 86% and employee satisfaction by 82%!"

Brian Grissler, CEO, Stamford Hospital

"Using Don's leadership and strategy development, our revenues and profits have increased dramatically!"

Jeffrey Harris, CEO, SHC Direct

"One of the most successful strategic sessions I can recall. ...the follow-up was exceptional."

CEO, Bio-tech Company

"Your style and methods are unique and effective in producing bottom-line results."

CEO, Information Systems Company

"The most practical result-producing program I've ever encountered."

VP, Process Industry



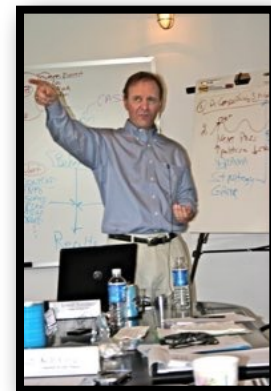
More Testimonials



•The learning we gained is starting to show up all over our company!

•We are ever so grateful for helping us see the truth! You really have a most unique gift to share!

- Captured their imaginations . . . and left them prepared to be more effective within their own companies.
- My groups and I very much loved your presentation. They rated you a perfect 5.0!
- “The most constructive seminar . . . the best we’ve had so far!”
- We have had some great speakers, but you are the only one who received a 5.0 from everyone. Great job!
- You were a hit! One member rated you the best he has heard. You got them thinking.
- Don Schmincke has done it again! . . . hit another home run. If you have not had Don, book him immediately!
- Very insightful! You brought me to tears. One of the best presentations I ever heard!



Don Schmincke's Speech/Workshop Topic




Strategic Evolution

Using Science To Accelerate Competitive Advantage, Sales, and Organizational Performance

Topic	Description	Learning Outcomes
<p>Series Introduction: Leaders want results, and thousands of booked published annually intend to help. But do they? The success rates of management theories are dismal. Lack of alignment, speed, and accountability still frustrate many managers. This program offers scientific, yet provocative, alternatives to modern leadership hype. See how genetics, anthropology and ancient models bring fresh, new approaches for achieving meaningful results.</p>		
<p><i>The Primal Archetype for Superior Strategic Performance</i> (45 min)</p>	<p>Discover a remarkable ancient model for revolutionary leadership validated by modern anthropology. We reveal why it has been avoided, and how companies now use it for sustainable competitive advantage.</p>	<ul style="list-style-type: none"> • An ancient model for driving results. • How to avoid the high failure rates of management theory implementation. • What's missing in today's leadership development programs. • Which key seductions distract organizations from producing results.
<p><i>Ancient Methods for Modern Strategies</i> (30 min)</p>	<p>With strategic planning failure rates so high, new research reveals what's missing and how to fix it. A shift in thinking patterns drives higher competitive advantage.</p>	<ul style="list-style-type: none"> • What real strategy is vs tactics • How to change your strategic planning process. • Who should be involved.
<p><i>A Viking Leadership Secret for Driving Focused Achievement</i> (30 min)</p>	<p>What primal impulse generates passionate strategic alignment in teams? Why is this biologically necessary? This drives strategy into action, and exposes why getting rid of drama is not medically supported.</p>	<ul style="list-style-type: none"> • The seduction that causes strategies to fail and what to do about it. • Why followers don't follow leaders – and what they're really following. • How to translate strategic intent into powerful action.
<p><i>Samurai Methods for Faster Decisiveness and Execution</i> (30 min)</p>	<p>Rapid strategic execution requires decisiveness and effective teamwork. With all the expert theories on teamwork, why are many still struggling? This topic reveals ancient insights and evolutionary reasons.</p>	<ul style="list-style-type: none"> • What slows strategic execution and why current theories fail to solve the problem. • The underlying biological culprit in sabotaging team effectiveness and how to resolve it.
<p><i>The Anthropology of Exceptional Organizational Structures</i> (30 min)</p>	<p>Organizational design should support the translation of strategy into action. This topic exposes biological elements to consider in such a design.</p>	<ul style="list-style-type: none"> • How to structure human organizations for strategic execution. • The neurological element for determining manager capability. • What followers look for in leaders.
<p><i>Three Tribal Arts for Effective Culture Change</i> (30 min)</p>	<p>Cultural inconsistencies frustrate many executives as poor decisions and actions take place. But what genetic grouping instincts can be tapped to rapidly invoke cultural alignment?</p>	<ul style="list-style-type: none"> • Why change programs fall short and the genetic solution for cultural alignment. • Three methods for sustaining aligned cultures.

Don Schmincke's Speech/Workshop Topics

Other Remarkable Topics

Topic	Description	Learning Outcomes
<p>Sales Warrior Driving Sales Higher With Samurai Methods of Conquest (60 - 90 min)</p> 	<p>Competitiveness today demands that your sales force operates at peak performance to win the daily market battles. That means digging deeper into their own personal and biological nature in order to discover the secrets that have propelled winning teams for centuries. Don's fresh research brings audiences behind the scenes views from his best-selling books and Samurai research that help sales professionals sell with more spirit, bravery, and honor.</p>	<ul style="list-style-type: none"> • Why sales professionals fail, even after months of training. • What ancient technique grabs a prospect's attention better than any sales pitch. • How to enter a sales call with courage; like a samurai • The politically incorrect but effective way to create a brave sales professional. • How to align and drive a sales team to higher performance levels.
<p>SEX and Leadership How DNA Drives Leaders Today, and What To Do With It *** NOTE: A great topic for Spousal Events! (90 m - 3 hours)</p> 	<p>With so many gender-issues, sexual harassment regulations, and interpersonal conflicts in the workplace, and at home, this entertaining topic provides a refreshing view of our species and a hilarious way to understand and handle the problems. Based on the latest in genetic research and the work of evolutionary psychologist, Dr. Pat Allen, audiences experience a fascinating journey into our biological development and how it impacts our life today.</p>	<ul style="list-style-type: none"> • A unique view of ourselves and our issues, • An understanding why many gender conflicts are biological and not cultural. • How accepting, not avoiding, our natural differences allows more effective relationships and teams. • Specific actions to help our relationships become more effective at work and home.
<p>How Apple Gets People to Think Differently* Research at Apple for Inducing Innovation to Dominate the Competition <i>with Kamran Loghman, SRA research partner, Apple Master Trainer, Naval Academy professor and serial entrepreneur.</i> (90m to 1 day) <small>*used with permission from Apple</small></p> 	<p>How do you lead a creative organization in order to enhance competitive advantage?</p> <p>Numerous creativity events leave leaders disappointed. This fact was not lost on the U.S. Navy Seals. They required more than typical creativity training exercises, but a "leadership" experience with transformation of decisiveness. Kamran Loghman took on the challenge, and that brought him to Apple. After researching all the models and workshops, the search for a consistent discipline remained elusive. So in 2011 Kamran led a team of senior executives at Apple to engage the scientific community. Integrating neuroscience, physiology, genetics, behavioral and evolutionary psychology birthed a program for revolutionizing strategic planning, product development, culture change, or the enhancement of marketing and sales.</p>	<ul style="list-style-type: none"> • Why creativity is necessary for future organizational success • The science behind creative breakthroughs • Why leadership and strategy are acts of creation, not analysis • How to lead differently and make creative decisions that drive strategic advantage • The 5 phases for fostering creativity <p>The 1-day workshop also provides:</p> <ul style="list-style-type: none"> • How to apply these phases in a simulation • How to apply these phases back into your organization • How to self-assess readiness for program implementation

Don Schmincke's Speech/Workshop Topics

Domination: Why Strategic Planning Fails, Why We Ignore It and What To Do About It.



Before Mintzberg wrote “The Rise and Fall of Strategic Planning” or Tom Peters declared the 10% success rate “wildly inflated”, most CEOs were already underwhelmed with their strategic planning efforts. Many now realize the solution may not be about finding a new facilitator, or another best-selling book. But how do the few who outpace their industry do it? What’s different about their methods? These questions drove Don Schmincke’s research to take a different approach than the thousands of strategy texts or expert opinions. While teaching at Johns Hopkins, Don expanded on his work at the Harvard/MIT Biomedical laboratory to understand how human organizations develop. Using fields of anthropology, neurology, evolutionary psychology, and genetics, he validated these insights with activities in corporations, military environments, and death-zone situations.

- The strategic confusion that takes planning off-course in the first place.
- What strategy really is, and why missing this holds teams back.
- The 3 critical steps missing in strategic planning.
- An ancient model for evolving a team’s strategic thinking.
- The key market trends that make fixing this problem now more urgent than ever.
- Specific steps for assessing where you are as a team, and as a company
- Action steps for what’s next.

“Black Hawk Down” Leadership:

What to Do When Plans Fail, and How to Create Leaders That Know Who to Win.

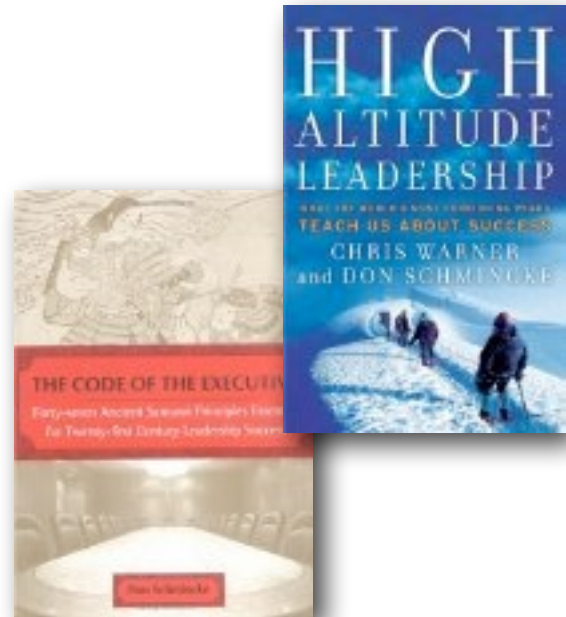
With Matt Eversmann, the U.S. Army Ranger that the best-selling book and movie was based on.



Making decisions and taking action, even when a plan fails to meet reality, are capabilities leaders need for producing remarkable results in highly changing, uncertain situations. But what unique methods for learning, adapting, following, and assuming leadership are available? By merging science and leadership, the genetics behind why people behave the way they do gives us valuable answers. The book, *Black Hawk Down*, provides a remarkable validation and demonstration of these concepts in action. Building upon previous research and books on Samurai and Mountaineering training, Don Schmincke partners with Matt Eversmann produce an exciting and impactful program showing how actions on the ground supported by science, culture, and training supports it all. Coupling Matt’s battle-training and experience with Don’s scientific leadership foundation creates an outstanding program utilizing methods proven in the most extreme situations.

- Defining Victory: Beware What You Think You Want!
- Inner Strength/Outer Presence: Who Are You, Really?
- Your Mission and Critical Skills
- Your Plan/Your Chaos: No Plan Survives Reality.
- Creating Your Chalk: Recruiting and Running With Your Team
- Your Style of Leadership
- Followership: The Missing Secret
- Communications and Execution: How to Take Action

Contact Us



Don Schmincke's Keynote Speeches and Workshops are customized for any size audience from large conferences to small groups. Appropriate for managers, CEOs, business owners, professionals, and ideal for cynical audiences tired of hearing regurgitated theories and wanting something fresh and innovative. Don may be booked through:

Strategic Growth Alliance

410-323-9700

don@sagaleadership.com
