CJ McClanahan Speaking Kit

**CJ McClanahan Biography………………………………………………………………………..….......2**

**CJ McClanahan’s Keynote & Presentation Topics……………………………………..3**

 Other Popular Speaking Topics……………………………………………………………………..7

**Praise for CJ McClanahan’s Presentations…………………………………………………….11**

**About the Book: The Overachiever’s Dilemma……………………………………………14**

**My Story: Why I wrote The Overachiever’s Dilemma………………………………..15**

Biography

CJ McClanahan is an author, speaker and executive coach. Over the past 13 years, he has spoken to thousands of professionals and has helped more than 300 business owners and corporate management teams achieve record sales and profits.

After beginning his career with Arthur Andersen, CJ shifted his focus toward the small business. In his next executive role, CJ was responsible for managing operations, finance and IT. His last corporate position provided him with the opportunity to manage a sales team in the software industry.

He began his consulting career as a licensed business coach with Action Coach and was soon recognized as one of the top coaches in the United States. He was named the “Rookie of the Year” and “Coach of the Year” in his territory and was recognized nationally with the “Action Man of the Year” award.

As an author CJ, has written for numerous publications and was a regular columnist for the *Indianapolis Business Journal.*  His second book, *The Overachiever’s Dilemma*, helps Type –A professionals learn how to find more joy and satisfaction in all their hard work.

Keynote and Presentation Topics

1. **Unlock the Potential of the Facebook Generation** – *Many leaders believe that millennials are a lazy generation who expect everything to be handed to them on a silver platter. I disagree and will teach your organization how to unlock the potential of the most connected, intelligent and innovative group of talent the world has ever seen.*
2. **Leave Your Laptop at Work** – *You put in a ton of hours each week, and the marketplace is only going to expect more from you in the future. In this humorous talk, I will teach you the fundamental best practices for dramatically increasing your productivity while decreasing the amount of hours it takes to get the job done.*
3. **The Power of an Unreasonable Deadline** – *I guarantee that you are capable of achieving significantly more than you can imagine. In less than an hour, I’ll inspire your group to set breakthrough goals and get excited about the journey to achieve each one.*
4. **Put Down the Energy drink** – *Caffeine should never be required to make you bearable in the morning or keep* you awake in the afternoon. This talk will teach you how to increase productivity by developing healthy habits in *eating, sleeping, exercise and daily reflection.*
5. **More Than a Foosball Table** – Everyone *agrees that great companies are built upon a solid culture. At the end of this presentation, you’ll understand how to really develop a values based organization that is driven to excel and not just goof off in the break room.*
6. **Maximize the Daily Grind** – *National surveys indicate that workplace satisfaction is at a historical low and this unhappiness has a negative effect on the bottom line. I’ll teach you how I’ve helped thousands of professionals get the most out of their time at the office by focusing on their opportunities to develop new skills and make a meaningful difference in the organization.*

**Personal Development**

1. **Time Management – Time is More Than Money**

Today, you are bombarded with non-stop information from the moment you open your eyes in the morning until you drift off to sleep at night. This technology “revolution”, has convinced the world that you should be able to get more done less time.

There’s no turning back – this is the new reality.

As a result, we all wonder - “How can I get everything complete, without having a nervous breakdown?”

It can be done, and it doesn’t require sleepless nights and a case of Red Bull®.

In this talk, CJ details proven strategies that help the modern professional, regain a reasonable workload and lifestyle without sacrificing achievement. Specifically, the message answers the questions busy professionals are struggling to answer:

* *How do I figure out what’s really important?*
* *What’s the best way to reduce distractions?*
* *How can I best manage all of my digital communication (email, social, text, etc.)?*
* *What’s the best way to schedule my time?*
1. **Goal Setting – The Power of Clarity**

You know that you should be setting goals because it works. You recognize that when you’re focused on a clear objective you accomplish significantly more than when you drift through life.

Yet, like 90% of the people in the world, you rarely commit your goals to a piece of paper that is reviewed on a regular basis.

Remember the definition of insanity? Doing the same thing over and over and expecting a different result.

Isn’t it time you tried a new approach?

You can lead a purpose driven life, filled with activities that are all focused in a meaningful direction.

In this talk, CJ will provide you with a simple and powerful process that you will actually implement. Specifically, he’ll address the following concepts:

* *Why do most goal setting efforts fail?*
* *What’s the best strategy for connecting with your purpose?*
* *How do you design specific powerful objectives?*
* *What’s the best way to maintain momentum?*

**Daily Habits - It’s Like Brushing Your Teeth**

In 300BC, Aristotle taught the world a very important lesson – “We are what we repeatedly do. Excellence then is not an act, but a habit.”

More than 2,000 years later, most people ignore this lesson.

The proliferation of technology at your fingertips has just about eliminated your ability to delay gratification. As a result, you’ve convinced yourself that developing habits is for other people who don’t have access to an iPhone®.

 Yet, Aristotle’s wisdom is more valuable today than ever.

In today’s world, success has almost nothing to do with finding the answers. Today, success is all about disciplining yourself to do what you know needs to be done.

Developing a handful of life changing habits isn’t easy, but it can be done.

In this talk, CJ will teach you the best practices for creating the habits that will change your life. Specifically, he’ll help you understand:

* *What’s the science behind habit formation?*
* *Which habits are the most important?*
* *What’s the secret ingredient to tracking your progress?*
* *How do you build momentum that keeps you going?*

**Sales**

1. **The Sales Process – The Secret Recipe to Close Every Deal**

For hundreds of years, sales professionals have tried to figure out the right process for improving their conversion rate.

During that time, thousands of books have been written claiming to have a magic method that is *guaranteed* to close more prospects.

You’ve probably read a few.

The simple truth is that if you properly qualify your prospects and follow a proven system, you should win the deal *every single time*.

 But, you don’t. What if you could?

In this talk, CJ reveals a simple system based on fundamentals that have worked for years. His message will cover these important topics:

* *What are the steps necessary to close every deal?*
* *How has the internet and easy access to the information changed the sales process?*
* *Why do most sales professionals fail?*
* *What’s the best practice for measuring your behavior?*
1. **Belief – The Foundation of all Sales Success**

You’ve been in a sales slump at some point in your career. In fact, if you’re like most, your professional life has been a roller coaster of good and bad quarters.

The down times are often times inexplicable. You’re making all the calls, setting the appointments and following the process, but nothing seems to work.

Chances are that your slumps are directly related to a problem in your belief system, and when this system isn’t working, no amount of effort can fix the problem.

In this talk, CJ uncovers the power your belief system has on your ability to execute. His talk highlights these important concepts:

* *How do you develop a powerful belief system?*
* *What causes you to lose confidence in yourself and/or your product or service?*
* *How can you adjust your beliefs in the middle of a slump?*
* *What habits should you have in place to reduce this challenge?*
1. **Sales Management – Driving Behavior that Grows Revenue**

Intellectually speaking, success in sales requires nothing more than following a simple set of rules. Identify your target market, prospect, follow a disciplined sales process, track your activity and adjust.

That’s it.

Unfortunately, inspiring other people to follow these simple rules is unbelievably difficult.

All sales professionals start off with the best intentions. Yet, after a very short period of time, they drift into bad behaviors and the only thing they master is how to make excuses.

In this talk, CJ details the strategies necessary to motivate your sales team. His message will help you understand:

* *How can you tell if an individual has what it takes to be successful?*
* *What systems lead to predictable success?*
* *How do you have the uncomfortable conversations?*
* *What are the daily habits you need to practice as a leader?*

**Leadership**

1. **Automatic Leadership – The Foundation for Building Your People**

People are irrational, emotional and unpredictable. Yet, without them you can’t run your business.

Unfortunately, most leaders believe that as long as your name is above someone else’s on the org chart you should have no problem getting them to do what’s necessary.

Rarely, if ever, does it work that way. In fact, you probably spend an enormous amount of mental energy trying to get people to change.

In this talk, CJ teaches the 3 fundamentals for getting the most out of each member of your team. His talk will address these important issues:

* *How can you uncover what really motivates an individual?*
* *What’s the best method for setting clear expectations?*
* *How do you encourage effective teamwork?*
* *What’s the best way to handle the uncomfortable conversations?*
1. **Responsibility – How to Build a “No Excuses” Organization**

You and just about everyone else on the planet are hard wired to blame an outside circumstance when you fail to meet an expectation.

Whether, it’s “I ran out of time” or “He/She didn’t do their part” we all make excuses from time to time.

Unfortunately, many organizations have built an excuse culture which results in nothing ever getting completed appropriately or on time. And, it’s never anyone’s fault.

In this message, CJ covers the best practices for building a culture with everyone taking 100% responsibility for their actions. His talk will highlight these fundamentals:

* *Why is it in our nature to blame others for our failings?*
* *What’s the quantifiable damage this does to your organization?*
* *What are the simple tactics for changing your culture?*
* *How can you deal with the most challenging individuals?*
1. **Vision – Unlock the Hidden Motivation in Your Organization**

On May 25, 1961, President Kennedy inspired a nation to do the unthinkable – “landing a man on the moon and returning him safely to the earth”. Less than 10 years later, on July 20, 1969, Neil Armstrong became the first man to step foot on the lunar surface.

The truth is that most organizations are only tapping into a small slice of their potential. Most leaders believe that the key to increasing productivity is tactical.

Not true.

If you’re interested in getting the most out of your team, you’ve got to start with a compelling vision that has very little to do with simply growing the bottom line.

In this talk, CJ inspires his audience to uncover their purpose and build a vision for the organization. The message will provide insight to these concepts:

* *Why do most organizations struggle to identify and communicate their vision?*
* *How can this process unleash potential in your company?*
* *What’s the best process for articulating a meaningful vision?*
* *How can you make this a priority?*

**Other Popular Topics**

**Live Gratefully - Give Generously**

Do you remember the first time you made what you considered to be a lot of money? If you’re like most, you probably thought “I’ve made it!”

But, how long did that feeling last? Was it a month, a year, maybe a few weeks?

In the US, we live in an age of abundance. No longer do most Americans wonder when they’re going to get their next meal or make their mortgage payment. That’s good news.

Unfortunately, popular culture is now dominated by the following message – you don’t have enough. You’re told that you need a nicer car, more clothes, a bigger house, etc.

This message has led most professionals to hop aboard the acquisition treadmill. Every behavior is driven by acquiring more wealth, power and positions.

And, if you’re on this treadmill, I’ve got some bad news – it’s tough to get off.

But, there’s hope.

The path to living a life filled with contentment and joy is built on 2 simple concepts – Live Gratefully and Give Generously.

In this talk, CJ will illuminate what many people have known for thousands of years. His message will help you understand:

* *What are the scientific benefits of living gratefully?*
* *How can you make gratitude a habit?*
* *Why does giving your resources to those in need increase your quality of life?*
* *What’s the best strategy to make giving easier?*
* *Where do you start on this journey?*

**Becoming a Trusted Advisor**

No one ever graduated from law school, passed the CPA exam, or earned their Professional Engineer’s license and then declared “I hope now that I can get into sales!”

However, after a few years working for a big firm, most young professionals realize that sooner or later they are going to have to figure out how to build a book of business.

The mere prospect of asking for business terrifies most of these individuals.

It doesn’t have to be this way.

In this talk, Arthur Andersen alumni CJ details the strategies necessary to build a book of business by addressing these simple ideas:

* *Why do professionals struggle with the idea of finding new clients?*
* *What are the best practices for landing new business from your current clients?*
* *How do you build referral relationships that actually lead to new clients?*
* *What kind of activity is key to building book of business?*

**Navigating Generations**

Imagine the following workplace.

The average age of an executive team member is 54. Their direct reports are around 40 and more than half the company is under the age of 35.

The atmosphere is rife with the eye rolling of one age group wondering why the other is so completely “out of touch” with reality.

It seems like a constant battle between getting the “old geezers” to update their LinkedIn profile while begging the “young punks” to stop texting during staff meetings.

CJ has developed a message that will help your organization move past these issues by answering these questions:

* *Why are the 4 major generations in the workforce today?*
* *How is each motivated?*
* *What are their unique communication styles?*
* *How can you build a culture that takes advantage of their strengths and minimizes their weaknesses?*

**Finding the Needle in the Haystack**

In today’s workplace, it’s easier than ever to communicate an idea, problem or status update.

Whether you choose email, text, phone, or an online tool (e.g. -Basecamp®), getting your message across takes just a few minutes (at most).

Unfortunately, these technological advancements have a significant downside – information overload.

Instead of making us more productive, we stare at a mountain of alerts wondering how to decide what’s the most important.

Recognizing that this trend isn’t going to reverse itself, CJ has created a powerful message aimed at helping you understand these issues:

* *Why has the modern workforce allowed this problem to spiral out of control?*
* *How can we determine what’s really important?*
* *What’s the best way to cut through the clutter and get your message across?*
* *What are the daily strategies for improving productivity?*

**Get Different?**

There was a time when you could develop an innovative product/service and enjoy marketplace dominance for years.

That time has come and gone.

Today, everyone is smart, works really hard, and has access to the latest tools and technology.

The resulting marketplace is filled with customers doing their best to create “apple to apples” comparisons and drive profit out of the transaction.

In this talk, CJ teaches you how to address this challenge by tackling these questions:

1. *How do you determine what your marketplace expects?*
2. *What is the best strategy for identifying what makes you different?*
3. *How can you effectively communicate this to your prospects?*
4. *When should you innovate and change your message?*

**Becoming an Industry Expert**

You’ve probably heard a statistic indicating that the average person gets a truckload of marketing messages each day and that this number is growing exponentially.

This truth makes it nearly impossible (unless you are the Dollar Shave Club or have an unlimited advertising budget) to get your message across to the right target audience.

This changing marketplace has created a premium on becoming an industry “expert” who is perceived to know more than everyone else on a selected topic.

Over his coaching career, CJ has helped many clients become an expert and has developed a powerful talk that will help you understand:

* *Why is becoming an industry expert so important?*
* *How do you select the right topic and earn the title of expert?*
* *What are the keys to giving a great presentation?*
* *How can you effectively leverage an audience?*

**Everybody’s Crazy**

Most business leaders crave predictability. They want to put everything into a spreadsheet so they can logically predict the future.

Unfortunately, something always gets in the way – crazy people.

The only consistent thing about business is that humans will behave illogically – including you.

It might be the guy from engineering who obsesses over details. Maybe it’s your director of customer service that seems to take everything personally.

Regardless, your office is full of people that seem to have serious psychological flaws that make predictability a pipe dream.

CJ has spent years dealing with these people and this talk will help return sanity to the workplace by addressing these issues:

* *What are the best tools (DISC®, Meyers Briggs®, etc.) for diagnosing how we process information?*
* *Why are we so different?*
* *What are the major types of behavioral “styles”?*
* *How can we effectively maximize each person’s strengths and minimize their weaknesses?*

Praise for CJ McClanahan’s Presentations

If you are looking for a speaker to energize, motivate, and educate your attendees – CJ McClanahan is your speaker! He was so highly rated by our attendees that we brought him back for a second year. He not only brings engaging, relevant, and customized content to match your audience, but he brings a level of professionalism and polish that very few speakers can match. He is also an absolute pleasure to work with—I would highly recommend CJ as an educational and motivating speaker.

- Kirsten Kirlin, CMP, CMM President and Founder Venuset

Thank you for providing a great experience for our partners. Your content was repeatedly referenced by other speakers and partners throughout the event! You made a very positive lasting impression on all! So many partners that I have spoken with said they are going to make a concerted effort to implement and act upon the advice you provided during your presentation. Thank you for adding tremendous value to our program it was a great way to kick off the event!

- Janine Soika, Director of Channel Marketing & Programs Verio

CJ spoke to our group of 160+ educators on “How to do More with Less Time and Resources” and was a hit! He kept our attention with his energy, sense of humor and motivation. It was very refreshing to get tools to use immediately to make us more proficient with our time. I am sure we will have him back to speak again!

- Lori Ebert, Project Coordinator Indiana University Health

I have been coordinating conferences for the green industry for almost 20 years and worked with over a thousand speakers. CJ McClanahan is easily among the best I have ever worked with as he is enthusiastic, engaging, funny and most importantly, informative. I’d recommend CJ to anyone looking for a top quality speaker on a wide range of business and personnel topics.

-Zac Reicher, Professor Purdue University

We have had the distinct pleasure of having CJ McClanahan as an educator at the NetVu Conference in 2010 and 2011. CJ’s sessions are some of the most popular in the Executive track. CJ exceeds expectations, always makes deadlines and is a delight to work with. Please accept our thanks for great presentations.

-Theresa Gerber, Director of EducationNetVu

After listening to your session, I literally put your suggestions into motion the next day at the office. It was amazing to me how changing just a few habits made such a huge impact, I even told my boss that CJ changed my life (maybe a little over dramatic, but it’s true)! She has even asked me what I’ve been doing differently and she is trying to change her habits as well. Thank you very much, I greatly appreciate everything I learned in your session.

- Kara Naugle, Conference & Member Event Associate

“Working with CJ has been a transformative experience-personally and professionally. His purpose-centered approach to coaching has fundamentally changed how I live and work. Over the course of our 5+ year relationship he has consistently challenged me to think further and work smarter. It’s been a no-brainer of an investment”

– Jeb Banner, CEO Small Box

“A lot of people think success in business is about trying hard but business is about creating results through all the noise. CJ is an absolute expert at cutting through the mental and tactical noise to deliver actionable steps to grow your business. If you want a business coach to make you feel good about what you are doing, go somewhere else. If you want a business coach who is going to dig in and tell you want you need to know to make results happen, CJ is your guy.”

– Evan Burns, CEO Odyssey

“Recently, CJ developed and delivered our Keynote Address and a breakout seminar for our membership at NPCA’s 45th Annual Convention. His background in small business coaching provided a unique skill set that allowed him to tailor the course specifically to our members. CJ’s comprehensive approach to the course content and his delivery style were very well received by the course participants; he was one of the highest rated instructors we had at our event. We look forward to having CJ at a future event!”

- Marti Harrell, Director of Marketing and Education NPCA

Upon accepting the new role, CJ continued to provide me a sharpness that I have not worked with previously. Focus, time management, strategic thinking about my business have improved while working with CJ. My division’s sales grew 80% in two years while working with CJ on talent identification, setting and managing expectations, and becoming a divisional leader.

-Michael J. McGlothlin, Executive Vice President, Ash Brokerage Corporation

I’ve worked with CJ for several years as an adviser and business coach. CJ has been instrumental in making sure we are doing the basic blocking and tackling correctly while pushing us to look at the big picture and develop goals that he helps hold us accountable for reaching.

- Brian Schmidt, Partner, Katz Sapper Miller

As the president of a small company, I really wanted someone outside of the organization that I could consult with about business decisions and strategic direction. CJ has been great. He has helped me maintain focus on big issues, and been very responsive when I've needed to consult with him urgently.

-Jim Luther, President, Luther Consulting

CJ has helped me in two extremely important areas - strategically focusing and executing my business development efforts and making sure that I commit to and accomplish my family and personal goals.

- Shawn Mulholland, VP Sales and Marketing, FreemanWhite

CJ has been an important part of our firm’s success over the past five years. He has the unique ability to coach and challenge a wide variety of personalities. He makes the people he coaches more successful and better people.

-President, United Consulting

About the Book: The Overachiever’s Dilemma

For as long as you can remember, you’ve worked extremely hard to be the best.

Now, you’re thriving in a busy career, running your own business, or quickly climbing the corporate ladder.

However, instead of being satisfied with your progress, every achievement only seems to add more stress and complexity to your life. You’re beginning to doubt that he phrase, “*I’ll be happy as soon as…”* will ever be true.

As a fellow overachiever, I know exactly how you feel. In addition, for more than thirteen ears I’ve coached over three hundred highly talented, driven professionals who face the exact same challenge.

This experience has taught me that there’s a much better way to live.

In The Overachiever’s Dilemma, I’ll help you understand why having a typical “Type A” personality makes you feel like you’re running on a treadmill, unable to slow down long enough to catch your breathe. What’s more, I’ll introduce a simple system that’s helped hundreds of professionals grow their careers and actually *enjoy* all of their hard work.

Why I Wrote The Overachiever’s Dilemma

For more than 13 years, CJ has helped hundreds of overachieving professionals achieve record sales and profits. More importantly - he’s taught them how to actually find more joy and satisfaction in all their hard work.

CJ’s professional career began at Arthur Andersen where he helped large corporations reengineer their business processes. In his next executive role, CJ was responsible for managing operations, finance and IT. His last corporate position provided him with the opportunity to manage a sales team in the software industry.

In 2003, CJ decided to venture out on his own and started an executive coaching firm. Since then, he’s spent more than 10,000 hours in front of entrepreneurs, executives and their teams.

After only a few years, CJ began to notice that no matter how much success these professionals achieved, very few every seemed to truly enjoy the journey. It didn’t matter if they exploded the top line, doubled their income or become CEO – it never seemed to be enough.

CJ’s latest book, *The Overachiever’s Dilemma,* lays out a proven strategy to help overachievers get more satisfaction and joy in their lives while still achieving all of their professional goals.