

# DAYMOND JOHN

## (Speaking Topics)

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### **MOST REQUESTED SPEAKING TOPICS OUTLINE**

Each of, The Shark, Daymond John's keynotes are customized to fit your specific objectives. They are informative yet entertaining and involve: lots of humor, high-energy, and audience-speaker interaction. Daymond uses compelling stories from his rags-to-riches journey to illustrate his points and always leaves audience members with practical, tangible, and invaluable tools to incorporate into their professional as well as personal endeavors. With over twenty years of phenomenally successful business experience, Daymond has the ability speak on wide-range of business related matters; however, his three most requested topics are:

### **GOALS/MOTIVATION**

In this keynote, presented in his charismatic style, The Shark, Daymond John, takes audience members on an inspiring, emotional rollercoaster ride. They'll hear, first-hand, how a man, with no formal business training whatsoever, went from driving cabs and waiting tables at Red Lobster to creating a global fashion empire with retail sales exceeding four billion dollars to date, and a starring role on ABC's hit reality business show, Shark Tank. Daymond entertains and awes audience members with true-life tales of his incredible successes and numerous failures. Equally important, however, he motivates, inspires, and teaches them how to set and go after their own goals with newfound focus and determination.

Audience members will be galvanized as they realize they have been setting goals for themselves all of their lives – whether they realized it or not! What's more, to their surprise, many attendees will learn that the goals they have been setting have been self-destructive.

Unlike some "motivational speakers", rather than spitting-out tiresome "I can make it, so can you" clichés, Daymond shares the exact goal-setting strategies that he attributes to his success and teaches audience members how to incorporate them into their endeavors. This keynote will challenge attendees to exercise their brains in a way that cultivates a positive, goal-setting mindset.

**THIS KEYNOTE IS ABSOLUTELY TERRIFIC FOR: SALESPEOPLE, STUDENTS, BUSINESS OWNERS, ASPIRING ENTREPRENEURS, AND JUST ABOUT ANYONE WHO WANTS MORE OUT OF THEIR PERSONAL AND/OR PROFESSIONAL ENDEAVORS.**

"...Daymond John is clearly one of the best! Daymond has an innate ability and powerful presence that invites every attendee to turn off their cell phones, Blackberrys, iPhones and other devices because they don't want to miss a word. Each attendee feels Daymond is speaking to them one on one. He infuses lessons, humor, insight and experience into his keynotes unlike anyone else we have hosted. I strongly recommend Daymond when planning your next event. You won't be sorry nor will your audience be disappointed."

— David Freschman, Founders & CEO of Early Stage East Venture Capital

### **BRANDING/MARKETING**

When William Shakespeare said, "All the world's a stage", he was indirectly talking about branding! This informative keynote is like nothing else on the market. Sure, there are other speakers that may explain how to market and brand a product, but how many explain, step-by-step, how to brand yourself and transfer that power into your job, company or product? Did you realize that you're a brand? According to The Shark, you were branded the day you were born and continuously every second since!

In this keynote, The Shark, Daymond John, gives audience members in-depth insight into how your personal brand affects all aspects of your life. Not only will attendees learn the importance of branding, Daymond will reveal some of the tricks that helped him expand his brand into dozens of countries around the globe. The techniques shared can be applied to personal branding as well as to the branding of products and concepts.

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Corporations love employees with a strong sense of branding because it inspires out-of-the-box thinking, creating an infectious energy that flows throughout the work environment.

It's no secret that the world has gotten smaller. Facebook, MySpace, Twitter, Foursquare, and dozens of other social websites have increased the desire for people to be noticed as a brand, let The Shark, Daymond John, show you how.

THIS KEYNOTE IS GREAT FOR: SALESPEOPLE, MARKETING AND ADVERTISING PERSONNEL, BUSINESS OWNERS, ASPIRING ENTREPRENEURS, AND ANYONE WHO IS INTERESTED IN PERSONAL BRANDING OR THE BRANDING OF AN IDEA OR PRODUCT.

*"I am proud to report that I have received numerous notes of appreciation from sponsors, participants...and guests...It was inspirational to the students to have you with us... [They] told me how contagious they found the entrepreneurial spirit in the room and you clearly fostered that...You were the perfect choice for our Master of Ceremonies and we appreciate your infectious enthusiasm for your work and your support of entrepreneurs."*

— Joshua E. Aaron, President – Business Technology Partners, Inc., Planning Committee Member, Entrepreneurs Organization of New York

### **NEGOTIATION STRATEGIES FOR WOMEN**

Women - You have more power than you may think!

Although The Shark, Daymond John, is one of the most recognized negotiators on network television, and has conducted hundreds of negotiations with both men and women throughout his twenty years in business, he never planned on speaking on negotiation strategies for women; that is, until California First Lady, Maria Shriver, called upon him to speak on this very topic for her annual Women's Conference.

Feeling a bit out of his realm and comfort zone, The Shark, Daymond John, decided to immerse himself in research to find out what, if any, differences existed between how men and women tend to negotiate with each other. In this keynote, Daymond shares what he discovered in his research and personal experiences over the years. His findings will have audience members sitting up and taking notes! According to The Shark, not only do women have several distinct advantages over men when negotiating – in both professional and personal settings, but quite a few disadvantages as well.

Daymond will share specific techniques on how to respond to today's negotiation challenges. Not only will this keynote leave every attendee feeling empowered, more confident, and ready to tackle the world, they will have lots of fun and laughs in the process.

THIS KEYNOTE IS EXCELEENT FOR: SALESPEOPLE, BUSINESS OWNERS, ASPIRING ENTREPRENEURS, AND ANYONE WHO IS LOOKING TO IMPROVE THEIR INTERPERSONAL SKILLS.

*"...Daymond's keynote address on how to negotiate effectively at work and at home received overwhelming praise from conference attendees. Many people find it difficult to communicate clearly and speak up for themselves. Daymond's speech addressed this critical area, giving women the appropriate tools to implement good communication in both their public and personal lives. Daymond captivated his audience with his positive outlook and engaging style of presentation...Daymond John is a fantastic speaker that will be an asset to any event."*

— Tamara Torlakson, Program & Speaker Manager (The Women's Conference)