

# **Rick Lewis' Speaking Topics**

For any given organization or event Rick can target his keynote to focus on one, several, or all of the organizational benefits named below. Each organizational virtue results from the rule breaking model which Rick details in his book, **7 Rules You Were Born to Break**.

## **Communication**

When being authentic is supported in any organizational setting over the need to fit in, communication channels open while misunderstandings and conflict decrease.

## **Innovation**

When an organization's members are supported and encouraged to take chances and engage reasonable risks rather than focusing on avoiding mistakes, innovation can occur.

## **Teamwork**

When individuals are willing to ask for help, overcoming the rule of independence, then teamwork becomes a possibility within a group.

## **Productivity**

When the determination to achieve and reach goals is stronger than the need to remain comfortable, productivity results.

## **Accountability**

Workers who accept their significance within an organization bring accountability to their group and transcend the 5th rule, pretending we don't matter.

## **Leadership**

When building relationships is valued over the desire to force compliance from others and to stay in control, exceptional leadership emerges.

## **Integrity**

When leaders are willing to risk their approval rating instead of being run by the need to be popular, the integrity of the organization's vision can be preserved and realized.

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