



Kevin Brown Program Description

The Hero Effect: Being your best when it matters the most!

In a fresh and entertaining style, Kevin shares ideas, strategies and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of Kevin's message is a simple, yet powerful philosophy for life that drives every thought, every action and ultimately every result we achieve both personally and professionally. Your team will be motivated to reach beyond what is required and do something remarkable!

Key themes:

Heroes Engage the Heart:

Heroes help people...with NO STRINGS ATTACHED! They go "all in" every time they take the field. They understand that in business and in life it's always personal and never perfect. Heroes create strong connections and reach beyond the borders of transactional thinking to create transformational moments!

Heroes Create an Epic Experience:

The HERO's calling card is pure excellence. It's about using our talents, gifts and abilities to their fullest potential and highest purpose. The HERO uses the best of who they are to serve more people, more often, in bigger and better ways. The HERO is committed to personal development and shows up better today than they were yesterday. Heroes build trust by serving others with an authentic passion that turns everyday moments into superhuman experiences. The HERO is driven to serve others and understands that the greatest rewards in life are determined by how well we take care of the people we live and do business with.

Heroes Take Responsibility:

HEROES own the moments that matter! They are actively present and engaged and do not believe in random acts of kindness. The HERO is motivated instead by intentional acts of difference making. They live by a simple code; "bring your best stuff to the present moment and pour it into the lives of others." They understand that before you can lead anyone else, you must first be able to lead yourself. The HERO owns their attitude, their actions and their results. They are committed to the best possible outcome in every situation regardless of circumstances or events beyond their control. The HERO leads by example and knows that true success is found in the power of simple choices.

Heroes Live and Work with Optimism:

HEROES see the world differently. For them, it's not about positive thinking, it's about perspective. Looking through the lens of optimism gives the HERO supernatural vision. They see what others cannot. They see opportunities instead of obstacles – possibilities instead of problems. When things go wrong...and they will, optimism is what helps the HERO turn life's messes into a masterpiece.



This program is designed to help participants:

- Achieve greater results by eliminating "ordinary" thinking and mastering the habit of excellence.
- Own the moments that matter (and they all matter) by taking responsibility for their attitude, their actions and their results.
- Create meaningful relationships and deliver an extraordinary experience for every "customer" at work and at home.

Leadership Version

The HERO Effect: Creating a Culture of Heroes at Every Level

In this presentation, Kevin takes his most requested program and focuses The HERO Effect principles on leadership. Kevin has a simple philosophy when it comes to leadership. He believes that you are "a leader of one or a leader of none." He believes that leadership begins with mastering self along with the daily habits required to become world class leaders, mentors and coaches to the teams we live and do business with. The foundation of this program can be summed up in one powerful idea...we reproduce what we are!

In his signature style, Kevin uses real life stories and examples combined with rich content and humor to drive home the key HERO Effect principles and ideas. This program delivers actionable ideas that every leader can implement immediately to begin creating a culture of excellence at every level in their organization.