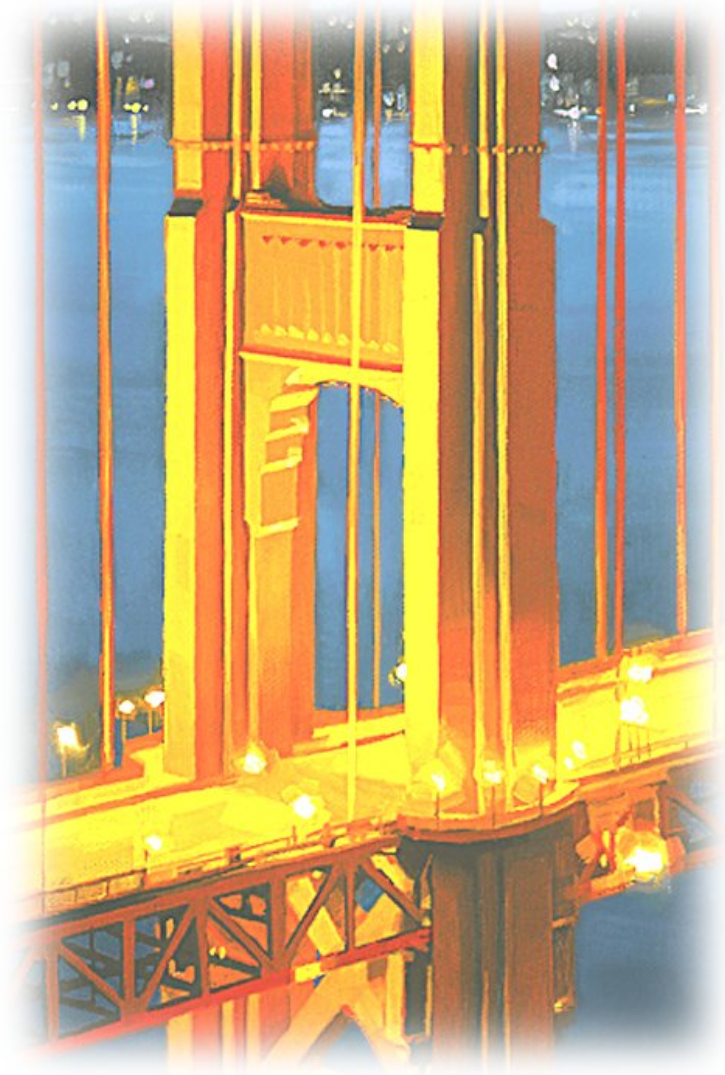

IDEA BRIDGE



Speeches, Offsites
& Facilitation



IDEA BRIDGE
Corporate Growth Advisors

RE: Speeches, Offsites and Facilitation

Greetings,

Thank you for your interest in our Keynote Speeches, Seminars and Offsites. There's no question that hiring a professional speaker or meeting facilitator can dramatically improve the effectiveness and business impact of most sessions.

Speeches are an effective means to convey information and to motivate people to act on new ideas. Well done speeches can quickly move an audience to take action and tackle big challenges. The impact of a powerful speech can move a team or an entire bank.

Whether a keynote speech, facilitating an annual strategy meeting or conducting an offsite workshop, we are recognized for our ability to build teamwork, drive execution and to improve business results.

Extensive research, current case studies and a quarter century of real-life stories provide us with relevant examples that audiences find compelling and applicable to their current situation. Attendees comment on the high-energy delivery packed with insights, perspective and ideas that inspire people to quickly take action and push for results. No one leaves the speech without first completing our trademark "Top Take-Aways" worksheet that records the commitments of each participant to implement the most compelling and relevant ideas they heard from the presentation.

As expert facilitators, we take the time to clearly understand the objectives prior to accepting any assignment. Once the goals are crystal clear, timelines and agendas are developed for the meeting. Rather than putting off decisions for future discussions, groups are encouraged to make commitments and decisions during the session. Follow-up sessions are scheduled to ensure that commitments are kept and progress is maintained.

We have included some basic materials including speech topics, sample speeches and a sign-up form. Should you wish to explore whether or not a particular objective might be met or enhanced through facilitation or a speaking engagement, please contact us.

Best Wishes,

John D. Callos
President & CEO
(800) 986-1230 x225
John@IdeaBridge.com



Speeches, Offsites, Workshops & Meeting Facilitation

John Callos is a frequent keynote speaker at conferences and management offsites and meetings.

Extensive research, current case studies and a quarter century of leading from the trenches provides real-life examples that audiences find compelling and applicable to their current situations. His high energy delivery inspires participants to quickly take action and get results.

A trademark is his Top Take-Aways form that records the commitments of each participant to implement the most compelling ideas they heard from the presentation.

SPEECHES & OFFSITES

MEETING & SPEECH TOPICS

Athletics and Life Balance:

1. From Seat 2A to Ironman: Applying the Disciplines of Sport to Accomplishing Big Business Goals
2. Life Balance and Time Management

Leadership:

3. A Leader's Role in a Slow Growth Business Environment
4. The New Expectations of Leaders
5. Traits of World Class Leaders

Sales & Client Development:

6. Increasing Deposits & Loans in Tough Markets and Tough Times
7. Developing Deeper Client Relationships
8. Sales Best Practices and Winning Habits of Rainmakers
9. Referral Building: Growth without Selling!
10. Relationships First...Proposals Later



WORKSHOPS & FACILITATION

Meeting Facilitation:

11. Strategic Planning Sessions
12. Group Problem Solving Sessions
13. Pipeline Management Sessions
14. Bridge Builder Team Building Sessions

Workshops:

15. Referral Builder Workshop
16. Sales or Sales Management Workshops
17. Creating a Sales Culture
18. Accountability and Execution

John D. Callos
President & CEO

Mr. Callos advises CEOs and their executive teams on leadership issues relating to corporate strategy, sales and improving business results. His work involves confidential CEO advisory services, keynote speaking, executive coaching, strategic planning facilitation and corporate training. Mr. Callos is internationally recognized for his expertise in the areas of leadership development, executive accountability and sales process methodology. Mr. Callos is an ultra endurance athlete who has competed in world class events around the globe, including the Sahara Desert, Canada and Hawaii.



JOHN D. CALLOS

Mr. Callos works with business executives to improve their effectiveness as leaders and the results of the companies they lead.

His methods to improve performance and generate results have been featured in American Banker, Selling Power Magazine, The Orange County Register and business publications distributed to 30 foreign countries, including India's professional business journal, *The Effective Executive*.

Mr. Callos' business methods were featured in an international competition where he was awarded the first place trophy and the title of "*Business Guru of the Year*."

Mr. Callos has decades of senior management experience in the areas of corporate strategy, executive performance and sales productivity. He has worked in NYSE banks including Bank of America, Wells Fargo and others. Prior to IdeaBridge, Mr. Callos served as Executive Vice President of the Mainland Business Operations of a NYSE Bank, managing its business units, strategic planning and sales groups.

Mr. Callos served as Vice Chair of the Economic Development Commission and led a task force on economic revitalization for one of America's largest cities, the results of which have been published internationally.

Mr. Callos has been a frequent keynote speaker, both locally and abroad, for banks, insurance companies, trade associations and business schools. His presentations typically address such topics as: leadership principles, executive accountability, personal goal achievement, and sales growth strategies.

Mr. Callos earned a Bachelor of Science degree in Business from the University of Southern California (USC) and graduated from USC's Entrepreneur Program. He completed advanced coursework with the University of Virginia, Colgate Darden Graduate School of Business through an executive development program.

Mr. Callos was raised in Southern California where he earned the rank of Eagle Scout. When he's not conducting keynote speeches or meeting with CEOs and their executive teams, he will likely be found training and competing in ultra endurance events around the world.

Mr. Callos ran in the 155-mile Marathon des Sables, "*The Toughest Footrace on the Planet*", a self-supported race through the sand dunes of Morocco's North African Sahara Desert.

Mr. Callos competed in the invitation-only Ultraman World Championships, a 318 mile triathlon held on the big Island of Hawaii that includes a 6 mile open ocean swim, 260 miles of cycling and a 52 mile double-marathon run.



2008 Business Development Forum
The Westin, Millbrae, CA
October 22-23, 2008

John Callos, "Relationships First....Proposals Later"

| | <u>5-Excellent</u> | <u>4-Good</u> | <u>3-Satis.</u> | <u>2-Fair</u> | <u>1-Poor</u> | <u>AVERAGE</u> |
|--------------------------------|--------------------|---------------|-----------------|---------------|---------------|----------------|
| Relevance of topic to you | 24 | 2 | 1 | 0 | 0 | 4.9 |
| Speaker's knowledge of topic | 25 | 3 | 0 | 0 | 0 | 4.9 |
| Content of material presented | 23 | 4 | 1 | 0 | 0 | 4.8 |
| Delivery of material presented | 25 | 3 | 0 | 0 | 0 | 4.9 |
| Overall Quality | 25 | 2 | 1 | 0 | 0 | 4.9 |

| Did this speaker: | <u>Meet</u> | <u>Exceed</u> | <u>Not Meet</u> | <u>No Response</u> |
|--------------------------|-------------|---------------|-----------------|--------------------|
| | 4 | 21 | 0 | 4 |

Any other topics you wanted to see this speaker cover?

- *more depth about adding value.
- *Many. The Rainmaker Program.

Comments:

- *Have used Idea Bridge while at US Bank - Good Stuff.
- *John was excellent. I liked the fact that he will send us desired material as a follow-up.
- *Most informative session!!!
- * Great Tips.
- *Very helpful information.
- 2 *Fantastic -
- *Wow-Wow-Wow! Has the stories and results to back it all up! Relevant in banking experience! Outrageously Excellent!! Beyond expectation. This presentation covers the tactics and strategies that the successful b.d. officer doesn't have the time or expertise to share! Left us wanting to hear more, more, more! Would make a great 3-5 day program for B.D. offices of Banks!
- *Very good, practical and highly relevant to my position and my sales team. GREAT presentation!!
- *Very dynamic speaker. Introduced main bullet points which were extremely helpful.
- *Excellent presentation.
- *Excellent presentation. I can see why he is successful.
- *Precalling plan sounds great!
- *Hit the nail on the head re: Biz Dev Tactics.

