



RICKLOZANO.COM



UNLOCK&LIFY®

Talking Points for Decision Makers

Who is this guy?

Rick has been working in leadership and talent development for over two decades. He has coached, trained, mentored, and spoken to thousands of people at international conferences, company events, and audiences live and in the virtual space. He's worked in technology, education, financial services, and HR, and is the author of *Acoustic Leadership: Develop A Leadership Culture That Resonates*.

Ok...what's with the guitar?

That's one reason people love him...in addition to his expertise in leadership and talent development, he's different from the rest because he brings this unique music element to everything he does! And it works! He uses music to engage, tell stories, inspire, and connect. People laugh and sing while they learn.

Do I have to get on stage and sing?

Not if you don't want to! While audience interaction is a big component of Rick's presentations, putting people on the spot in an uncomfortable way isn't cool. No one wants to be made a fool! That said, Rick does have people on stage at least once in every presentation, but they are always volunteers who are loving the vibe and willing and excited to get up and do their thing!

Sounds good...but we're really trying to have an impact on our business results...

Exactly! So why hire boring speakers who will put your audience to sleep or talk down to them? Rick's presentations are impactful, engaging and insightful, and are focused on creating positive change and transferring inspiration into action back on the job - and in life!

Anything else we need to know?

He's probably the easiest speaker you'll ever work with. From the minute he's booked, he is just as committed to making your event as impactful - and stress free - as possible. Seriously, people have raved about how easy he is to work with.

If you have any further questions or concerns, just ask!