

ANDY CORE, M.S.

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Proposal

ANDY CORE, M.S. SPEAKER PROPOSAL

Project ID #3889/74222

Prepared for:

SAMPLE

Proposal Issued:

Proposal valid to:
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Project Manager Contact

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Hello Event Team!

I know your events are crucial, especially now. I'm thrilled to provide this proposal.

I work with leaders and event planners to deliver in-person and virtual learning programs that address current challenges and initiatives:

- Staying motivated in challenging times
- Improving work-life balance and wellbeing
- Helping leaders motivate their people through challenging times

Your people will come away inspired, equipped to thrive under stress, and with a revitalized appreciation for your investment in them.

Here is some related feedback:

"Andy, you are a true professional. Our investment in bringing you in as Keynote speaker for our two larger events produced a great ROI. You brought energy and knowledge to our professional community event. Your session was high impact, practical, and left our audience with concrete take away to improve their own productivity and the departments they manage. In addition, it was a lot of fun and you were wonderful to work with."

RD Whitney
CEO, 365 MEDIA

I look forward to exploring how these programs can help your people.

-Andy Core


Let me introduce myself, I'm Andy.

Armed with a master's degree in the science of human performance, I've spent over twenty years researching ways to better equip people to thrive in today's high demand workplaces. I'd love to help your people develop great attitudes, achieve huge accomplishments, and lower costs.



Andy Core, MS By The Numbers

- Over 1,100 presentations on 3 continents (North America, Asia and Europe)
- 5 Star peak performance author (Wiley Publishing, NY, NY)
- Over 2 decades of experience as a researcher, author, and speaker
- 2 Professional degrees (BS Pre-Med, MS Human Performance)
- Client change that lasts up to 13X longer than the national average

 *I believe in hard working adults and their ability to accomplish more, both on the job and off. I also believe that you don't have to "change your life" to dramatically improve, but you do have to Change Your Day. -Andy Core*

Awards



My Most Requested Topics.

Each presentation below has earned top-rated speaker honors. I will customize your presentation to your goals, audience, and location.

Change Your Day, Not Your Life

The great paradox is this: hard-working adults who strive to achieve more often end up defaulting to a daily routine that undermines their ability to succeed. But the secret to escaping the paradox is surprisingly simple: Change Your Day, Not Your Life.

Leading Under Stress

This program teaches leaders how to energize their people and themselves when stress hits. Your leaders will learn three evidence-based ideas and a formula they can use to better manage times of high workload and organizational or industry change. They'll also discover how to communicate that change in a way that improves focus and proactive behavior.

Life Balance & Redefining Humanly Possible

Today's work culture has us constantly running 90mph with our hair on fire, and tomorrow will be even faster. The good news is that what we yearn for — a better balance of life and work — is actually the solution to the "do more-with less" dilemma. In this program, you'll learn how to improve your balance, productivity, and ability to stay motivated in turbulent times.

(Your Topic Here)

I frequently custom design presentations for my clients. Most common requests include improving commitment during change, reducing stress and burnout, or providing a "thank you" work-life balance program.

Formats Available

Keynotes/Endnotes



Workshops/Preconferences



Virtual Conferences



What it's like to work with me.

- **Securing your date is easy.** We use a simple one-page agreement.
- **We help you get everyone excited about attending.** Andy provides a personalized preview video you can share before the event.
- **I want to get to know your audience.** So we will schedule a fun, in-depth call(s) so that I can learn about your people and adapt the presentation to meet your goals.
- **Core Resiliency Snapshot** (optional). An academic quality resiliency report individualized for each person. This report increases attendee attendance and engagement, helps Andy further customize the program, and gives you a overall snapshot of your people's current resiliency level.
- **Presentation day is low stress.** I will arrive early and ready. I only need a lapel microphone and a quick mic check to be fully prepared.
- **I'll help maximize your investment.** For example, the introduction is an incredible opportunity to highlight your investment. I'll provide a script and coach my introducer to capture this moment. For example, "Today, this is about you. We wanted to invest in a program that..."
- Each presentation is filled with **interaction, humor, loads of tactical takeaways**, and a **positive energy** that realigns everyone with the amazing work they do.
- **Exceed expectations** (optional). As I finish, you take the stage and see happy, energized faces. You announce, "The books stacked in the back of the room are not for sale. They are a gift for you (from you or one of your sponsors). And, we have arranged for Andy to stay and sign your book and answer any questions you have."
- **You dismiss everyone to thunderous applause!**
- **After the Event:** Andy provides exceptional free follow-on support.
 - A 4-week Change Your Day, Not Your Life email course.
 - 90-day free attendee support via Andy's email and 800#.
 - (Optional) Follow-on webinar: Andy provides a virtual presentation to encourage and further equip your people to continue making positive changes (Small additional fee required).

Video Previews.

Paste the link into your favorite browser to view the video(s). More available upon request. Go to: www.andycore.com/videos



Keynote Demo

"He delivers his message with such enthusiasm, you can't help but want to make changes to your own personal life and influence those around you." - Chair, California Purchasers Health Care Coalition



SUCCESS UNDER STRESS Series

"In less than two weeks Andy's video on willpower jumped to the top 20 most viewed videos on SUCCESS.com's Youtube channel"



Pre-event Keynote Promo Video

"This video aided in driving the most attended event on record, and having to open up two over flow rooms"

My Recent Work.

- “Your Keynote at our WIN Leadership Event was nothing short of **‘beyond expectations.’** Our group loved how you tied in research data, personal experience, and contextual humor into simple and convincing steps.” - Program Manager, Intel
- "Andy, our investment in bringing you in as Keynote speaker for both of our larger events **produced a great ROI.** - CEO, The Institute of Finance and Management
- “You were named our **'Top Influencer'** at both our County CEO event and our Annual Conference.” - AAMSE President
- “The fact that I **rehired you on the spot** says it all.”
- VP Sales, OnMedia
- “Andy has one of those uncluttered minds that enables him to talk about willpower and change in a way that **leaves people hopeful** and inspired to improve.” - Training Specialist at the State of South Dakota
- “I continue to receive emails from our members. Your overall **rating was the highest we have ever had** and look forward to having you back next year.” - Executive Director, Ernst & Young
- “Providing a program of this magnitude at such a crucial time communicated to the team that even with rough waters ahead, **together, we can and will accomplish great things.**”
- Executive Director, Washington Regional Foundation
- “Andy was the **perfect balance between humor and concrete advice.**” - VP, Equity Residential

Clients Who REHIRED Me to Speak to Their People.

- INTEL **23X**
- Ernst & Young **6X**
- IFEBP **7X**
- ING **3X**
- Mercy Health **4X**
- ICA **2X**
- LEADERCON **3X**
- ADP **6X**
- ARMY National Guard **5X**
- Coldwell Banker **14X**
- Blue Cross Blue Shield **8X**
- California State Univ **8X**
- Cigna **4X**
- CMAA **13X**
- CNA **2X**

Fees. You Have Choices.

Below outlines services and investment choices. Don't hesitate to call or email me directly at andy@andycore.com or mobile (479) 871-5810. I'm happy to walk you through these options or brainstorm a package to fit your goals.

KEYNOTE

In-person Keynote
(up to 90min)

Your investment includes:

- Personalization of presentation via phone interviews with the event leadership team and/or attendees
- Handout/Learning Guide
- Pre-event promo video
- 90 day attendee access to Andy via his personal email and 800#
- **Change Your Day, Not Your Life** books discounted \$23 to \$16.50

Investment:

WORKSHOP

In-person Keynote & Breakout (up to 3 hrs)

Your investment includes:

- Individual Resiliency Report for each participant (sample on next page).
- Personalization of presentation via phone interviews with the event leadership team and/or attendees
- Handout/Learning Guide
- Pre-event promo video
- 90 day attendee access to Andy via his personal email and 800#
- **Change Your Day, Not Your Life** books discounted \$23 to \$14.95
- Resiliency Report: \$2500 (Waived)

Investment:

TIME SPACED LEARNING

Presentation Series
(1 in-person event and 3 customized presentations)

Your investment includes:

- Individual Resiliency Report for each participant (sample on next page).
- Personalization of presentations via phone interviews with the event leadership team and/or attendees
- Handout/Learning Guides
- Pre-event promo video
- Free access to Andy via his personal email and 800# for attendees during program
- **Change Your Day, Not Your Life** books discounted \$23 to \$14.50
- A success report you can share with stakeholders.

Investment:

CORE RESILIENCY SNAPSHOT

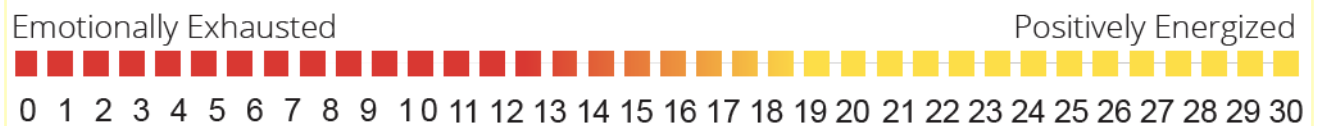
Print or save this page immediately! To ensure your anonymity, once you leave this page, your results will no longer be available.

Summary: Are you resiliently managing your work demands or drifting towards burnout? 50 years of academic research points to three factors that drive resiliency or burnout.



RESULTS

Emotional Energy Score: 9



Professional Accomplishment Score: 16



Emotional Engagement Score: 4

