

# *What are the things that trouble you most about your business today?*

**Lack of sales? Increased competition? Lack of leadership? Lack of motivation? Lack of creativity?**

All of these problems confront executives who ask renowned speaker Art Holst to address their employees.

Art knows that he cannot solve such problems with a single speech or seminar. But in his vigorous, humor-laced speeches he focuses on original, effective ways to achieve excellence. He describes the keys to effective communication. He stresses the importance of accurate and timely decision making. And in doing so he addresses the attitudes that underlie all of the problems listed above.

For a few minutes or a few hours Art Holst helps people step back, take a look at themselves and their organization. He entertains them. He informs them. He inspires them. In doing so, he helps you build a better organization.

## **When Art Holst speaks, people listen.**

Whatever the reason—

his deep, resonant voice,

his anecdotes about life in the National Football League,

his self-deprecating humor,

his talent as a master story-teller,

his genuine belief that people can do better in their work and in their lives if they

follow a few sensible rules—

whatever the reason, when Art Holst speaks, people laugh, applaud...and listen.

That is why Art has been asked by organizations large and small to give more than 3000 speeches and seminars over the past three decades. That is why two-thirds of his talks are repeat performances. That is why when many companies need someone to keynote a conference or windup a convention by inspiring and entertaining an audience, they call on Art Holst.

Art's principal subject — addressed in many different ways — is the quest for excellence. He brings to that subject the experiences of a rich, varied career as a soldier, salesman, business owner, civic leader, and National Football League referee for fifteen years. He has challenged audiences from coast to coast with his eloquence, his enthusiasm, and his personal conviction that people can excel if they put their minds to it. To every performance, he brings a unique blend of knowledge, wisdom, inspiration and humor.



*"No matter how good you are, you're never so good that you can't be better."*  
—Art Holst

## Art's life was his laboratory.

Art's ideas and anecdotes spring from a lifetime of experience.

As a U.S. Army Captain in wartime he learned out of necessity in dangerous situations "to curb criticism of weaknesses of people and be grateful for their strengths."

Ten years in sales of building materials taught him a variety of secrets about success in business and how, when and why people are motivated to act.

As owner and operator of three Dairy Queen franchises he honed his skills as a goal-oriented executive.

As Administrator of the Forest Park Foundation in Peoria, Illinois, he spent twelve years helping to expand parks and recreation facilities in his community.

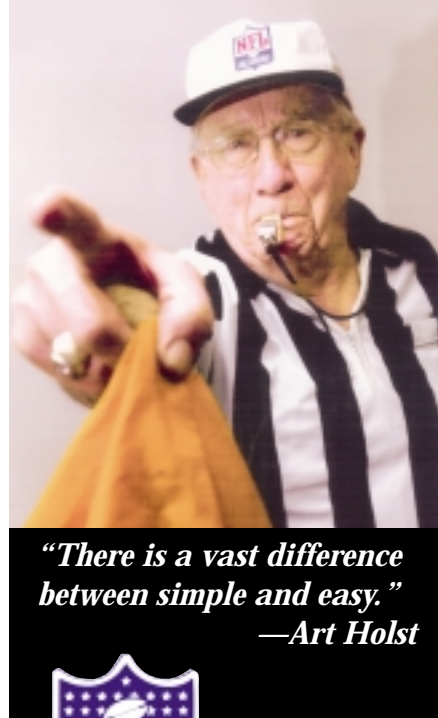
As an organizer and board member of the Peoria Heights Bank, he polished his organizational skills.

And as a member of the Economic Security Committee of the U.S. Chamber of Commerce, he further demonstrated his commitment to public service.

But perhaps most important of all to Art's growth as a speaker were his years as a "Sunday Zebra." He officiated at four NFL Championship games and proudly wears rings from Super Bowls VI and XII. His work as an NFL line judge taught him the importance of staying power, teamwork, clear-headed decisions, and never ever settling for second best. And about having a good time doing it.

"Making on the spot, crisp, game-changing decisions is routine for an NFL Official," says Art. "But managers do much the same every day, and there's no replay!"

Art wrote about his NFL experiences in his book, *Sunday Zebras*. He is also a co-author of *Insights into Excellence* and *Speaking Secrets of the Masters*. He is a charter inductee of the Speaker Hall of Fame (CPAE) and a member of the Speaker Roundtable, consisting of twenty of the world's outstanding speakers.



*"There is a vast difference between simple and easy."*

—Art Holst



## Some of America's best-known companies and organizations have invited Art to speak...

Art's audiences range in size from 15 to 15,000. And the wide range of their interests testifies to his versatility and his ability to inspire and touch people at virtually any level. Among his clients are:

### Associations

- American Farm Bureau Federation
- Associated General Contractors
- General Agents & Managers Conference (GMAC)
- National Assn. of Independent Insurance Agents
- National Assn. of Wholesale Grocers
- National Funeral Directors Assn.
- National Lumber Dealers Assn.

### Automotive

- Cadillac Motor Division
- Chrysler Corporation
- Ford
- General Motors
- NAPA
- Oldsmobile
- Pontiac
- Rockwell International

### Banking and Finance

- American Express
- Bank Administration Institute
- Bank of America
- Illinois Bankers Assn.
- New York Bankers Assn.
- Shearson Lehman Brothers
- Minnesota Bankers Assn.
- Iowa Bankers Assn.

### Communications

- AT&T
- Illinois Bell
- Northern Telecom
- NYNEX
- Sprint
- USWEST

### Computers & Electronics

- Coulter Electronics
- IBM
- Novell
- Xerox

### Food & Retailing

- Bakery Equipment Manufacturers Assn.
- Food Marketing Institute
- Midwest Poultry Assn.
- New England Dairy & Deli Assn.
- Rich Foods
- Sara Lee

### Insurance

- Allstate
- John Hancock
- Met Life
- Physicians Mutual
- Prudential

### Manufacturing

- Caterpillar Tractor Co.
- Dow Chemical
- General Electric
- Monsanto
- Proctor-Silex
- 3M
- Whirlpool

### Petroleum

- Amoco
- Exxon-Mobil
- Phillips Petroleum
- Sunoco

### Pharmaceuticals

- Baxter International
- Marion Merrell Dow
- SmithKline Beecham

### Real Estate

- Coldwell Banker
- Illinois Realtors Assn.
- Indiana Realtors Assn.

### Transportation

- Allied Van Lines
- American Airlines
- Association of American Railroads
- Delta Airlines
- North American Van Lines
- Union Pacific

## And they've liked what they heard...

"Undoubtedly the finest speaker we've ever had."  
—Best Western Motels

"Your presentation at UL's Annual Meeting was nothing less than sensational. Many people in the audience remarked about how well you wove in references to UL and the pride we feel for the famous UL mark."

—Underwriters Laboratories, Inc.

"Your message of teamwork and excellence tied right into our ideas—and your delivery added to the festive feeling we wanted to generate."

—AT&T, Basking Ridge, NJ

"He was the best meeting speaker I have ever heard; he was better than you had convinced me he would be."

—Versatec-Xerox

"Truly a spectacle of enthusiasm . . . your genuine concern to inspire us to be the very best we can be was obvious. Your sparkle and pizzazz will be remembered for a long time to come."

—American Airlines, Dallas/Ft. Worth, TX

"Your magic brought it all together. You wove our message into your presentation so well with your marvelous humor."

—Cadillac Dealers of the South, Atlanta, GA

"While everyone was totally captivated by your football stories, they took away a serious message that they can use on a daily basis at work and at home. . . . All of us are much enriched by your participation in our meeting."

—The Bakery Industry Suppliers Assn.



*"Teamwork to me means a respect for the dignity of difference in people."*

—Art Holst

## Art strives in every speech to help people stretch themselves.

Art Holst's speaking curriculum is designed to help individuals at all levels improve their performance in ways that lead directly to greater efficiency and an enhanced bottom line. Most of that curriculum is encompassed in the following programs:

### The Challenge of Excellence (1-hour address)

- Dealing with change.
- Solving critical problems.
- Hiring people with people skills, teaching other skills.
- Working and achieving as a team.
- Keys to creative decision-making.
- Using failure as stepping stone toward success.
- Initiating creative action.

### Scoring Touchdowns in Selling (1-hour address)

- Establishing goals and objectives.
- Responding to changes in the marketplace.
- Recognizing opportunity and responding to it.
- Pulling together as a team.
- Dealing with difficult customers.

### Preparing for Success (2-to-3-hour seminar)

- Using language effectively.
  - The rewards of honesty—and learning to take blame.
  - Becoming a better listener.
  - The eight steps of motivation.
  - Physical conditioning.
  - Knowledge of your subject.
  - Expecting more from oneself—and from others.
  - Performing well and on time.
  - Evaluating oneself and others.
  - Recognizing accomplishment—your own and others.
  - Rewards.
  - Creative thinking and the will to improve.
  - The difference between simple and easy.
  - Painting word pictures.
  - The importance of how you look, how you act and how you sound.
  - Coming across on the telephone.
  - Converting words into action.
- Option:** Everything you need to know about memory in thirty minutes.

### How to make a clear, informative, persuasive presentation (full-day seminar)

- Overcoming stage fright.
- Proper use of a microphone.
- Gestures, good and bad.
- Eye contact.
- Voice inflection.
- Use of humor.
- Simple language.
- Making your material interesting.
- Notes vs. reading
- A great opening and a great close.

### Funny thing about football...(1-hour address)

A humorous talk with anecdotes from the world of the National Football League, based upon Art's fifteen years as a NFL line judge. Stories about some of the most famous coaches and players in the history of the game, from Vince Lombardi and John Madden to Mean Joe Greene and Walter Payton. A personal essay about life, about getting it right, about discipline, about respect, and most of all...about fun.

*"The only difference between a rut and a grave is its length, its depth and how long you are in it."*

—Art Holst



*"As for me, I confess to you today that I was not in the top 10% of my class. As a matter of fact, I was not in the top half of my class. But I am extremely proud that I was in the half of the class that made the top half possible."*

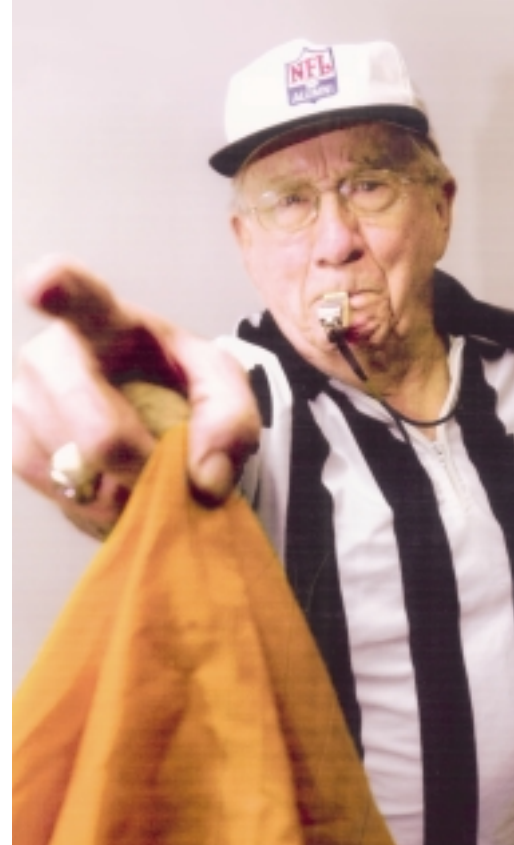
—Art Holst, Commencement Address, Knox College

# *Let Art help you make a difference.*

**Art wants to know about your organization. He likes to arrive early, interview leaders and where possible attend meetings to get a better feel for the organization and the people in it. He is quick to pick up industry terminology and uses it in his talk.**

**What emerges is a speech or seminar tailored directly to your needs. His goal is to inspire, inform and entertain, and in the process to help you build a better organization.**

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*"A good decision made on time is  
better than a perfect decision . . .  
made too late."  
—Art Holst*