

Stop Driving the Fire Truck!

Mark E. Green • Speaker • Strategist • Consultant • Coach



“Mark is a dynamic speaker who provides immense value and tangible strategies to help organizations become more proactive and prevent fires rather than operating in a more typical – and costly – reactionary mode. **If you want more productivity with much less stress, you should have Mark Green at the very top of your list.**” CRAIG VALENTINE, *1999 World Champion of Public Speaking; Founder, The Communication Factory, LLC*

“Powerful and thought-provoking information that **cuts to the heart of what business leaders need to address to be successful.**” PAULA PORTNER, *SMD GROUP*



Since founding Performance Dynamics Group LLC in 2003, Mark Green has spoken to and consulted with thousands of business leaders to help them improve revenues, enhance profitability and fight fewer fires by taking more proactive control of their own destiny. His audiences include executive teams, managers, sales professionals, industry associations, trade groups and other professional organizations seeking practical, sustainable change.

STOP FIGHTING FIRES

Although you may have dreamed of becoming a firefighter when you were a child, the last thing that you want to be doing as a business leader is putting out fires! And in today's challenging economic environment - with your existing resources already stretched – it seems like every day there is something new and frustrating to fan the flames.

Mark believes that to escape the crushing costs of being overly reactive, those leading any organization - as individuals - must change how they think and what they do. This is an inconvenient and uncomfortable, but highly useful acknowledgement because it has the power to transform the dialogue - starting at the

highest levels - from “We need to change” (translation: “Everybody else needs to change”) to the realization and acceptance that “I need to change.”

START CHANGING BEHAVIOR

Performance and results stem from the sum of the behaviors exhibited by those within your organization. Consistent with Albert Einstein's assertion that insanity is “Doing the same thing over and over again, expecting different results,” behavioral change – without exception – is essential to convert the promise of change into a reality of results.

All of Mark's keynotes, seminars and workshops focus on behavior - how it prevents us from getting what we really want, and how business leaders can learn how to change it to become less reactive and get better and more predictable results.

TAKE THE NEXT STEP

Mark's style is highly interactive, fun and engaging. His audiences find themselves armed with new ideas and concrete action steps to help them fight fewer fires and more proactively pursue their personal potential, their professional objectives and their vision of success. Call us to understand how Mark's presentations might be just the right fit for your organization! ▶

“You listened to all the issues and implemented a workshop that was exactly what was needed by our group. Your goal setting exercise in particular was very impactful and taught us to look at goal planning in terms of solving obstacles that stand in the way of achievement. We are implementing this concept broadly. **The most common phrase during the second day of our conference was, ‘Remember what Mark Green said yesterday...’ That was the first opportunity for us to appreciate your impact, and I am glad that it was so immediate and so visible for me to witness!**”

NORA TSIVGAS
Specialty Director - North Region
Specialty Markets Account Management
Pfizer, Inc.

“We have experienced national and international speakers of the highest quality over decades. If, like us, you expect to apply the knowledge imparted and not just walk away feeling good, Mark Green is your speaker. **His message is intelligent, his content is extremely valuable, and his professionalism is unparalleled. I give Mark Green my highest rating as a public speaker.**”

GRANT STEWART
President and CEO
Performance Matrix LLC

“The reason we keep asking Mark Green back is because he provides high value and practical ideas, and his speaking style is both energetic and engaging. **Our customers have found his presentations to be concrete and very action oriented, which is important because we want them to leave our events with ideas they implement for measurable results.**”

TAMMY KOHL
President
Resource Associates Corporation

“I was impressed with Mark’s thoroughness prior to and after the event; making sure his messaging was on point and tailored to the group and its goals. **He clearly cares about his clients, the audience, and the experience he delivers.** Mark’s approach is professional, yet comfortably informal, and his mastery of communication and his subject matter is impressive.”

CHRISTY LAMAGNA,
CMP, CMM, CTSM
President and
Chief Strategist
Strategic Meetings
& Events



SPEAKING CLIENTS INCLUDE:

- Pfizer
- AIG
- Rheem Manufacturing
- Discovery Communications
- Resource Associates Corporation
- Lincoln Financial Advisors Corporation
- New Jersey Society of CPAs
- New Jersey Bar Association
- American Association of Daily Money Managers
- Meeting Professionals International

SELECTED KEYNOTE TOPICS:

- Stop Driving the Fire Truck and Start Driving Your Business
- Stop Driving the Fire Truck and Start Driving Your Sales
- Stop Driving the Fire Truck and Start Driving Customer Relationships
- Stop Driving the Fire Truck and Start Driving Employee Engagement
- Stop the Frustration and Start Overcoming Obstacles to Organizational Change
- Small Thinking, Big Results: 5 Steps to More Proactive Performance

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Performance Dynamics Group ↗