

## **The Steven Gaffney Approach: Open, Honest Communication to Maximize Every Opportunity and Stimulate Business Growth**

If your organization is looking for a major shift in the way it communicates with its clients and team members, and wants to find new ways to improve and grow its business, then Steven Gaffney is the perfect choice to speak at your next event.

Although he's spoken to every industry and every audience size, the people who most regularly seek his expert help include:

- Executive and leadership teams with the desire to improve communication in order to generate more business
- Business owners and executives aware of costly weaknesses in their organization's current communication modes
- Companies ready for a positive breakthrough in their communication processes

### **About Steven**

For the past fourteen years, Steven Gaffney has served as a leading expert on honest interpersonal communication, influence and leadership and is one of the recognized authorities on the subject of honesty. As president of The Steven Gaffney Company, and a recognized expert on honest, interpersonal communication, influence, and leadership, Steven Gaffney has spent most of his lifetime studying and gaining an understanding of the role communication plays in our personal and professional lives. He's a professional speaker, experienced communication consultant, and in-demand communication trainer.

### **Steven's systems, strategies, techniques and tools have made immediate and long lasting difference by:**

- Opening communication lines to share problems, ideas and opportunities
- Creating an environment that supports and encourages honesty
- Resolving key interpersonal and organizational issues
- Helping people talk honestly and work effectively with each other
- Increasing teamwork, morale and profitability

Steven's speeches and seminars, combined with his print and media appearances for his book, *Honesty Works! Real-World Solutions to Common Problems at Work & Home* and his previous book, *Just Be Honest: Authentic Communication Strategies that Get Results and Last a Lifetime*, have enabled him to educate people on how to talk honestly and work effectively with anyone.

Thousands of people credit Steven's speeches, seminars, TV, and radio appearances--as well as his books and educational products--with helping them make immediate, positive, and lasting change in both their organizations as well as their personal lives.

Steven's best-selling books "*Just Be Honest: Authentic Communication Strategies that Get Results and Last a Lifetime*" and "*Honesty Works! Real-World Solutions to Common*

*Problems at Work & Home*” have received both national and international attention and have become “must reads” in the communications field.

Serving a diverse clientele has enabled Steven to create and implement innovative, cross-discipline solutions to achieve maximum effect in his sessions. Audiences come away from his information-packed programs with practical takeaways they can implement immediately.

Steven has developed The Honest Communication Results System™, a simple and effective method of communicating that has empowered individuals to speak to anyone, about anything, at any time. This system is highlighted in his two books “*Just Be Honest: Authentic Communication Strategies that Get Results and Last a Lifetime*” and “*Honesty Works! Real-World Solutions to Common Problems at Work and Home.*” He has also developed proven systems including The Honest Presentations Systems™, The Honest Achievement Results System™, and The Honest Leadership Results System™.

Steven Gaffney has been interviewed or featured in major media and publications including CBS, NBC, FOX, The Wall Street Journal, The Washington Post, Entrepreneur Magazine, and USA Today, as well as numerous national and local radio programs in cities across the country. Gaffney also produced and hosted his own cable access show, *Maximum Effectiveness*, where he spent his time interviewing successful individuals and learning the secrets to their success.

In conjunction to his community involvement, Steven serves as a relationship expert for BettyConfidential.com, a growing online community for women. His column shares tips and advice to guide women from all walks of life on their quest for happier, healthier relationships in their work and home life. He has also partnered with *Professionals in the City*, a social networking organization, to conduct seminars specifically for woman.

Earlier in his career, Gaffney founded two non-profit organizations including POWER—People Organized for World Empowerment and Results, a non-profit organization that provides speakers and trainers to charitable organizations.

Steven is a member of the National Speakers Association. His programs consistently receive high ratings, with attendees and participants reporting immediate, sustainable results. He is also a former adjunct faculty member of The Johns Hopkins University, as well as former board member of the Washington, D.C. Chapter of the Sales and Marketing Executives International.

“My whole life has been a series of trigger points for change and they weren’t all pleasant. It’s hard to pick out whether they illustrate resiliency, hope, self-efficacy or optimism. All four, I guess, because they are related. But it’s not all about me, anyway. My concern is if I’ve been able to help the world be just a little better place, a happier, more productive place through better communication. If I have, then everything that brought me to this point, good or bad, has been worth it.”

## **About The Steven Gaffney Company**

Many people talk about honesty, but Steven Gaffney, president of the Steven Gaffney Company, is one of the premier experts on the subject. In fact, thousands of people credit Steven Gaffney’s keynote speeches, breakout sessions, short seminars,

intense multi-day seminars, and media appearances in the areas of honest communication, presentations, motivation, and leadership with making the critical difference in their lives and careers.

His proven systems, including The Honest Communication Results System™, The Honest Presentations Systems™, The Honest Achievement Results System™, and The Honest Leadership Results System™ have helped make a dramatic impact for numerous organizations in communication, presentations, goal-achievement and leadership.

## **Steven's Most Popular Seminars include:**

### **"Notice Vs. Imagine"**

#### **The Most Important Communication Strategy to Boost Teamwork, Build Remarkable Relationships, and Get Things Done!**

Discover the keys to conveying crystal-clear messages and preventing costly misunderstandings. Steven reveals successful strategies for getting people to share information, ideas, and opportunities. Participants also pick up techniques for saving time, energy, and money that they're currently wasting on repetitive conversations.

### **"Honest Persuasion and Influence Strategies That Make Things Happen Internally and Externally!"**

A fast-paced and dynamic program in which Steven reveals the "Four Rapport Factors" to building sincere relationships with anyone, as well as the "10 Power Principles" for getting people to act on your ideas, requests, and initiatives. Audiences also discover a powerful four-step process for overcoming resistance and resolving objections.

### **"Inspiring Excellence"**

#### **Leading and Motivating Today's Workforce Through Honesty**

Steven shares the essential strategies and techniques of honest, effective leadership to motivate, inspire, and empower everyone to accomplish an organization's vision and goals.

## **Partial Client List**

- Allstate Insurance
- American Cancer Society
- American Express
- BP
- Blue Care Network
- Citigroup
- Lockheed Martin
- Marriott
- NASA
- Raytheon
- SAIC

- Texas Instruments
- U.S. Marine Corps.
- U.S. Navy
- U.S. Treasury Dept.

Meeting planners everywhere love working with Steven because he's professional, dependable, and always engages his audiences with real-world insight. (Plus they look like heroes once they book Steven to speak to their organizations!)

**Isn't it time you booked the speaker you—and your audience!—deserve?  
Contact Us online or give us a call at 1-703-241-7796 to book Steven for  
your next event.**