



*Steve Gilliland presents*

# THE CHERRY ON TOP

## WHAT ADDS VALUE

### THE SPEAKER

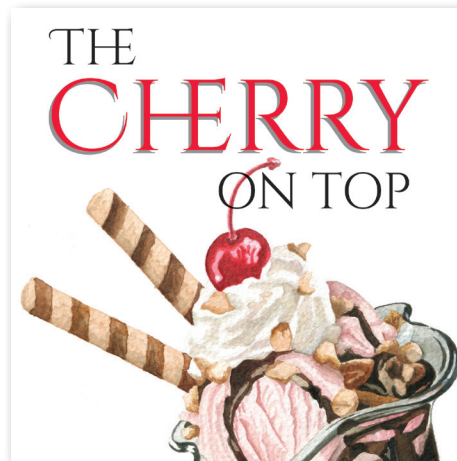
A member of the Speaker Hall of Fame, **Steve Gilliland** is one of the most in-demand and top-rated speakers in the world. Recognized as a master storyteller and brilliant comedian, he can be heard daily on SiriusXM Radio's Laugh USA and Jeff and Larry's Comedy Roundup. In 2015, eSpeakers recognized him as one of the top 10 motivational speakers in the world from over 9,000 candidates.

### THE AUTHOR

Steve is a prolific, accomplished author, evidenced by six of his books—*Detour*, *Enjoy The Ride*, *Hide Your Goat*, *Making a Difference*, *Turn the Page* and *The Cherry on Top*—perennially making the publisher's bestseller list and his being named Author of the Year. He was also recognized by Who's Who for Speakers and Business Professionals.

### THE BUSINESSMAN

He built a multimillion-dollar company from the ground up on the same philosophy he expounds to his audiences: If you continually learn more about your company, your industry, your customer and yourself, you will always be a leader. You will be purpose-driven rather than process-driven, and you will make a difference.



### THE SPEECH

We all have different measures and definitions of what it means to be successful, and no one definition is right or wrong. We're all familiar with the common success factors; however, the number one thing you can do to ensure success personally and professionally is to add value. This program is about how to develop and deliver value in everything you do. Organizations with great cultures add value to their people, their products and their services.

### KEY TAKEAWAYS:

- ◆ *How to step away from our own agendas and see what is necessary to add value*
- ◆ *How to differentiate yourself from others and be recognized as the best*
- ◆ *How to improve the efficiency of the process*

**STEVE**  
*Gilliland*  
HALL OF FAME SPEAKER