

BEST IN CLASS PRACTICES
for
BEST IN CLASS ASSOCIATION EXECUTIVES

- 1 "Pity the leader caught between _____ and _____." - John Gardner
 - 2 Culture is _____ in small moments, and _____ in big moments.
 - 3 Problems that are _____ are usually _____.
 - 4 _____ Discretionary, _____ Mandatory
 - 5 GICOD: _____
Wow without how is _____. How without wow is _____.
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



KEVIN PAUL SCOTT

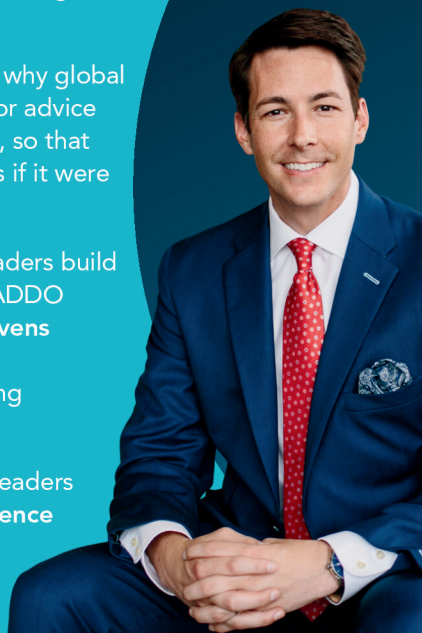
I believe in a world where businesses exchange more than money

Today, business means more than just mere products and a paycheck. Enduring brands must transcend transactions to forge meaningful connections with their customers and employees.

No one achieves this better than Kevin Paul Scott. That's why global companies like **Coca-Cola** and **Chick-fil-A** turn to Kevin for advice on how to connect people to purpose in their businesses, so that employees and customers alike champion the business as if it were their own.

Kevin co-founded ADDO, which helps purpose-driven leaders build internal and external brands through creative solutions. ADDO has developed the **Coca-Cola Leader Lab**, **Baltimore Ravens Leadership Institute**, and **Chick-fil-A Leader Academy**, equipping brands to connect with and impact an emerging generation of consumers and employees.

Kevin is the author of five books and has consulted with leaders from the **Restaurant, Grocery, Banking, Retail, Convenience Store**, and **Hospitality** industries. He has spoken before groups on six continents and with leaders from more than 100 countries.



SPEAKING TOPICS

Kevin's speeches can be customized to any audience:

- **The Heart of Business:** Cultivating Authentic Connections
- **The New ROI:** Return on Inspiration
- **The Lens of Leadership:** How You View Things Changes How You Do Things
- **Essential Exchanges:** What You Have to Give Up to Go Up



Kevin's Books

Available for bulk purchase for your group

"A LEADING AUTHORITY ON LEADERSHIP AND BRANDING."

- FOX BUSINESS NETWORK



MSNBC

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