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Alan Deutschman

Leadership and Change Expert, Author of *Change or Die* and *Walk the Walk*
Walk the Walk: The Most Important Rule for Real Leaders

Alan Deutschman is one of America's most provocative thinkers about leadership and change. In his new book, *Walk the Walk*, he presents a compelling new theory of leadership that is changing the way business leaders think -- and behave.

His pathbreaking earlier book, *Change or Die*, which began as one of *Fast Company's* most highly touted cover stories, won universal acclaim both in the business community and outside of it. Urban Meyer, head coach of the 2008-2009 and 2006-2007 national champion University of Florida football team, says: "I was really intrigued by the book *Change or Die*. There are some very powerful concepts and ideas that strike at the psychological core of getting people to change. The book is an invaluable resource for anyone who is in a management or leadership position."

In a 21-year career as a journalist, Deutschman has been *Fortune's* Silicon Valley correspondent; *GQ's* "Profit Motive" columnist; and a contributing editor at *Vanity Fair*. Most recently, he was a senior writer for *Fast Company*. He has interviewed and profiled many influential figures including Bill Gates and Steve Jobs, about whom he wrote the acclaimed book *The Second Coming of Steve Jobs*. He has also studied the successful turnarounds and change efforts at companies such as Apple and IBM; companies that, when faced with a choice -- to either change or die -- chose change.

Alan Deutschman Speech Topics

Walk the Walk: The Most Important Rule for Real Leaders

Leadership is the art of transforming how people think, feel, and act. Though some experts make it seem overly complicated, it really has only two elements: what you say and how you act. And according to Alan Deutschman, most aspiring leaders focus too much on words and not nearly enough on setting an example. In this talk based off of his book, *Walk the Walk*, Deutschman presents a clear, focused, and insightful theory of leadership. He tells revealing true stories about a wide range of authentic leaders (in business, education, the military, and non-profits) who always walked the walk, especially when times got tough. Deutschman also shows the devastating consequences of not walking the walk, even on seemingly minor matters. The eye-opening examples in *Walk the Walk* will inspire leaders at all levels to rethink their priorities.

Change or Die: The Three Keys to Creating Change

Drawing on breakthrough research from medicine, science, and business, Alan Deutschman demonstrates how anyone and any company can achieve lasting, revolutionary change -- change that is positive and, yes, attainable. He debunks myths, and empowers audiences with the three critical keys to help them make

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important changes, both at work and in their lives.