



As a keynote speaker, **John Sweeney** has captured the imagination of some of the most respected companies in the world. Not because he owns the nation's oldest comedy theatre; not because a quote from his first book appeared on millions of Starbucks coffee cups; and because he danced shirtless on national television earning him "Fan of the Year" accolades from the Today Show. Rather, we believe Sweeney's success is a result of how deeply and effectively his improvisational speaking and training programs have resonated with a broad spectrum of forward-thinking leaders.

One of Sweeney's early corporate clients, Phil Fawcett, a Microsoft employee since 1985, expressed it like this, "I have worked one on one with both Stephen Covey and Tom Peters and I find John Sweeney's ideas to be as valuable. His message and methods are fantastic!" Since that kind remark years ago, Sweeney has trained and entertained thousands of audiences.

Audiences come to understand, appreciate, learn and practice an improv-based mindset that helps them live and work better. Sweeney first conducts rigorous pre-event research and information gathering. He then uses the obtained client knowledge and his 15+ years of speaking expertise to create on-target, personal, and memorable experiences uniquely punctuated by an authentic and experienced brand of professional humor that further greases the wheels of learning and retention. Sweeney is backed by a team of insightful, hands-on, authentic performers and trainers who possess uncommon business insight and unmatched event experience. His long list of repeat clients include Hilton, Unitedhealth Group, Honeywell, Microsoft, Land O' Lakes, Target, General Mills, US Bancorp, Medtronic, Thomson and approximately a hundred more...

## John Sweeney

### Speech Topics

- ▢ Teambuilding
- ▢ Sales
- ▢ Innovation
- ▢ Humor
- ▢ Employee Engagement
- ▢ Customer Service

## Testimonials

▢ "Thank YOU!!!! You and the BNW team are awesome partners for our team and business. Your creativity, ability to link your talents to our business messages, and to "connect" with us, our team, and our entire brand is amazing. Here's to many more opportunities in the journey ahead!" ▢

- Global Head Focus Service Brands, Hilton.

▢ "John brings a rich and high energy perspective on innovation. He has brought great value to a wide-variety of my executive and mid-level audiences over the years. The requests to "bring John back" speaks well of his impact on others. I would highly recommend him if your interest is developing a culture of increased innovation ... and you are willing to have a bit of fun along the way!" ▢

- Vice President and Chief Learning Officer, General Mills.