



# Speakers Bureau of Canada

## Bureau d'orateurs du Canada

[www.speakerscanada.com](http://www.speakerscanada.com)

+1 (866) 420 3338

## Doug Keeley

**Leadership, Creativity and Corporate Culture Expert**

*"I believe that stories are the glue that holds cultures together and we decided that we build a product that was story-based that dealt with how people can become better leaders and did it by telling stories of how others have done that successfully" - Doug Keeley*



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**Language Spoken**

English

**Travel's From**

Toronto,, Ontario

## Speaker Biography:

Doug Keeley, CEO and Chief Storyteller of The Mark of a Leader, is one of North America's leading communicators, a serial entrepreneur, and a self-professed "leadership junkie". He is an acknowledged expert at creating cultures of leadership at every level of organizations.

Doug started his first business in 1977 and quickly became a pioneer in the global marketing and communications industry. In recent years he has developed a particular expertise in multimedia, live events, television, and the Internet. His companies have become creative powerhouses, and he has traveled the globe working with many of the world's top corporations and executives.

Today Doug Keeley is one of the most sought-after speakers in North America with a unique, story-based presentation format that combines mesmerizing video and music, making for an unforgettable experience! His amazing story vignettes feature great leaders and brands from the world of arts, entertainment, sports, politics, business, and philanthropy. They range from Oprah to The Beatles, Lance Armstrong to Sir Winston Churchill, Cirque du Soleil to Starbucks, and dozens more. The program is unlike anything else in the market as it can be used as a keynote, as an interstitial during a conference, or as the base on which to build workshops.

His incredible blue chip client list includes ADP, Bank of America, Coca Cola, Disney, FritoLay, General Mills, HP, Lego, Microsoft, Pepsi-QTG, Scotiabank, Starbucks, Universal Studios, Xerox, and many other leading corporations, associations, and schools. Most of them have used The Mark of a Leader several times. He has a book of inspiring stories, has authored many magazine features and columns, has appeared as a subject expert in several books on creativity and corporate culture, and been interviewed many times on radio and television on the subjects of leadership and innovation. If you are looking for something totally different and incredibly powerful for your next conference, The Mark of a Leader is the answer.

## Topic Presentations

### **The Mark of a Leader**

Doug Keeley's core program is based on the belief that there is no "secret sauce" to leadership and that, in today's organisations, leadership is everyone's responsibility. Doug Keeley bases his presentation on his principle of "Five Level Leadership". This explores how, when human beings are fully engaged on all five of our levels (Spirit, Imagination, Intellect, Heart, Hands), there is virtually nothing we cannot do.

Doug brings this idea to life, with incredible video, stories of many of the world's greatest leaders, teams, and companies, and shows how their leadership successes can be applied in today's workforce. The program can be used to create an unforgettable keynote, or Doug can facilitate/emcee an event, interspersing the amazing stories throughout and customizing the messages to any audience and theme.

## **Five-Level Leadership**

This hands-on workshop takes the basic messages of Five Level Leadership and shows how they have been implemented by successful companies around the world. Doug Keeley then challenges and works with audiences to discuss how they can better bring these ideas to life in their environment. Like all of his sessions, this workshop uses video examples extensively, and is a mix of leader-led presentation and audience interaction.

## **The Art of Business**

In this session, Doug Keeley and a team of experienced artists teach the audience the basics of visual expression and gets them to create theme-based art works in teams. Typically, audiences are asked to create works expressing ideas about their market, challenges or opportunities, competitive pressures or the future. This session gets participants outside their comfort zones by challenging them to create art, to work as teams, and to communicate abstract ideas. It is an incredibly powerful, hands on session which produces powerful insights into your business and how your people work together.

## **Moving from 'Me' to 'We'**

A leader's most important job is to help others to be their best. But in many organizations, internal competition, silos, and ego make this impossible - there is no "we". This program examines new ways to create better team cultures and shows how collaboration has been the foundation of all great world-changing activities. As your Host/MC, Doug challenges, teaches, and inspires your audience.

## **Delivering a Great Customer Experience**

If you are not constantly measuring and improving your customer experience, you are likely losing out to your competitors. But how do you ensure your organisation stays one step ahead of its rivals? In this presentation Doug Keeley demonstrates that customer experience must be cultural in order to be great. This presentation shows not only how some of the world's best "experience" organizations do it well, but also some concepts and best practices to make your Customer Experience a cultural asset.

## **Five Powerful Story Programs**

The Mark of a Leader has become the "go to" program for organizations that want to create a memorable and lasting conference or program. Our library of inspiring leadership stories, interactive exercises, and customized workshops is unique and unforgettable. There are five core programs, each crafted and customized to every client and audience. All of these subjects include materials for a keynote, MC engagement, and workshop.

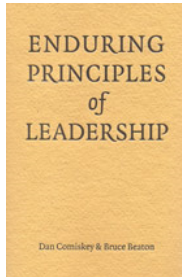
## **Comedy Improv**

One of our Doug Keeley's most beloved leadership stories is Second City, the most successful training ground in the world for young comics. In this workshop, he tells the hilarious story of Second City's success, highlighting many of the communication and leadership skills which they employ.

Keeley then leads his audience through a comedy improv exercise which dramatically (and hysterically) illustrates the challenges of day-to-day communication, and provides insights into being better listeners and communicators.



## Books



### The Mark Of A Leader

The Mark of a Leader book contains some of the most popular stories from our acclaimed live production, and many new ones. It will inspire you deeply as you read the amazing tales of ordinary people who have done extraordinary things with their lives. The book features stories from history and from the present day, of people and companies. These great stories will spark your imagination, make you think, touch your heart, and hopefully prompt you to do even more exciting things yourself. It also includes commentary on the stories from Doug Keeley, questions and self-evaluations, and ways to get involved with some of the subjects if they are still active today. Beautifully designed and easy to read, this hard cover book will not only inspire you, but offers great stories and role models for the kids in your life.

## Testimonials

If your organization is ready for inspired leaders - and never before have we needed leaders more - then use The Mark of a Leader. It will help take your corporation from where you are to where you want to be.

***Mark Victor Hansen Co-Author, Chicken Soup for the Soul***

Your stories injected energy and creative thinking through the meeting. The way you customized them to the Frito Lay messages for the year really hit home. These stories were truly inspirational to our teams and helped us reinforce our objectives in a unique and powerful way.

***- President, Frito Lay Canada***

By far one of the most effective, motivational speakers I have ever heard. Retaining information from presentations is always a challenge. Because his presentation was so visual, emotional and energetic, I will retain most of it

***- Janssen Inc.***

You hit a huge home run! That was incredible. You could tell how well your General Session presentation was received by the fact that your breakout session afterwards was filled to capacity. I will recommend you to anyone looking for an inspiring and unique presentation for their conference.

***- American Health Information Management Association***

Doug was great!! We have a lot of Keynote Addresses where presenters say they get camp and the idea of camp, but they really don't. Doug nailed it!! They loved him, they loved his presentation and they loved the theme behind his presentation, we all have something special to give no matter how big or how small the offering.

***- Executive Director, Ontario Camps Association***

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