

## Kevin Brown

This year's Opening Breakfast Speaker is Kevin Brown. Brown's unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking. He grew up in Muskegon, Michigan, where his blue-collar roots taught him the value of hard work and determination. His resume includes an eclectic mix of career stops that ultimately led him to the purchase of a franchise at the age of seventeen.

With a street-wise aptitude and a never quit attitude, he worked his way from the front lines in business to the executive boardroom. For nearly two decades Brown was a sales and marketing executive that helped grow a little-known family business into an industry giant with annual revenues reaching two billion dollars.

After a career in franchising that spanned 30 years, Brown decided to retire from corporate America and pursue his passion for bringing The HERO Effect™ message to as many people and organizations as possible.

Brown is on a mission to help people and organizations embrace a simple philosophy that separates world class organizations and high-performance people from everybody else. He is passionate about helping people expand their vision, develop their potential and grow their results. And, as the father of an autistic child he knows firsthand how the principles of true success reach beyond the boardroom and into the lives of real people facing the challenges of everyday life.

In his presentation, "The Hero Effect™ - Creating a Culture of Heroes at Every Level," Brown takes his most requested program and focuses The HERO Effect™ principles on leadership. Brown has a simple philosophy when it comes to leadership. He believes that you are "a leader of one or a leader of none." He believes that leadership begins with mastering self along with the daily habits required to become world class leaders, mentors and coaches to the teams we live and do business with. The foundation of this program can be summed up in one powerful idea...we reproduce what we are! The role of leadership in an organization is to create an environment where people can be the best version of themselves. That is what serves a brand well and stands out in a crowded marketplace.

This program is designed to help participants create an environment where people are inspired to be the best version of themselves and deliver world class performance to the people they serve; develop a team of people that are committed, focused, and on fire for the brand they are helping to build; and design and deliver an organizational obsession statement that drives high performance and a world class customer experience.



Brown