

(suggested introduction)

Drs. Jackie & Kevin Freiberg (pronounced "FRY-berg")

We're always looking for thought leaders with innovative ideas to help us increase productivity, loyalty and profitability. So we chose a couple of speakers who have dedicated their careers to knowing, writing and speaking about leaders who are disrupting their industries through purpose, innovation and people-centered organizations.

Jackie and Kevin Freiberg (**Fry**-berg) are authors of 8 award-winning books including:

NUTS! The international bestseller describing Southwest Airlines' leadership, culture and profitability.

CAUSE! A Business Strategy for Standing Out in A Sea of Sameness

And most recently, *BOCHY BALL!* an account of 3-time World Series Champion Bruce Bochy's wins and losses in baseball, business, and life.

Jackie and Kevin have spent their careers exposing the core values and unconventional business strategies of gutsy leaders in successful companies. They're here today to equip us with ideas and strategies for moving our organization in bold new directions to accelerate client loyalty through innovation and leadership!

Please welcome Dr. Jackie and Dr. Kevin Freiberg (Fry-berg)



Dr. Jackie Freiberg ~ International Best Selling Author ~ 8 Award Winning Books