

TESTIMONIALS

DAVID GOLDSMITH

consultant ● speaker ● author ● professor ● advisor

"This was perfect. Exactly what we wanted to achieve."

(Strategic planning and global meeting with CEO, board, and Chief Strategist)

Nandan Nilekani, CEO of Infosys Limited

"You had learned so much in your research. You spoke the language of insurance, and even more impressive, the language of our company - almost as if you were part of it. During your presentation, people were glued to their chairs listening to your every word, the interaction with the group was great and note after note was taken. Diane was right; there are very few in the world that can do what you do. It's been over two months and we're still hearing conversations around your messages. To create this type of impact in such a short period of time is beyond belief.

Cathy Bradshaw, Director, Human Resources Employee and Leadership Development for Colonial Life

"I'm taken aback by how you were able to figure out exactly what we had paid Ogilvy a lot of money to figure out, and with so little information. It's incredible how quickly you did it."

Michael Schriver, President of Worldwide Store Operations for DFS Group Ltd. Duty Free Shops Group Limited

"I pulled two items that we will roll out globally through Johnson and Johnson. You've got me thinking about everything."

Zack Lemelle, VP and CIO for Johnson and Johnson

"... he spent over 12 hours doing pre-interviews over the phone and an additional day meeting with and consulting for top management at two large companies operating in Lithuania (Omnitel, part of Telia Sonera Group, and Transcom Worldwide)...David spent the time to learn about their businesses instead of just delivering a presentation. He exceeded our companies' expectations, because he has a vast knowledge on a variety of business lines, and different markets and most importantly, he is able to deliver the information in real time while he is presenting."

Laura Vilkaite, Event and Program Director for Ekspoziciju Centras Lithuania

"Bottom line is David's performance made me, the meeting planner, look great! He didn't give a canned presentation. Instead, he customized it to our industry for the leaders of the local utilities. He did this by studying and interviewing in advance several member-utility CEOs from a list I provided...He spoke an hour the first morning, then did part two the second morning. David doesn't just provide information. He challenges the audience to think about things differently, and to put their best efforts into the areas that make the biggest difference in their business.

He's a very smart, interesting person, easy to work with, and has a passion for improving business performance. Attendees told me David's great; how did you find him?"

Creed Crowder, Director of Conferences & Meetings for the TVPPA Tennessee Valley Public Power Assoc. .



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"Typically, this is a noisy group that often talks through presentations...but they were mesmerized by yours!

From the moment you stepped on the riser you grabbed their attention, and you kept them engaged throughout. I've received unbelievable feedback on how you delivered real-life solutions to our current and future challenges.

Even better, from the conference room to the restrooms, people were abuzz about how their views on our future have changed. They see the future in ways they never thought possible, and they look forward to using your down-to-earth strategies and tactics on how to create new opportunities in the future. Your stories, specific examples, and ability to talk our language of the industry and kept everyone riveted. Thinking back, this was truly an incredible accomplishment."

Rick Parks, for the International Council of Shopping Centers

"Outstanding! What you did for us at the Kentucky Bankers CEO conference was not only powerful, it was everything you promised it would be and more...You promised you'd present information that had the CEOs thinking and boy did they ever...I especially liked how you were able to listen to three other presenters and then in REAL time add this newly-found material into your materials while adding extra insight into the data. Quite frankly, I'm not sure how you do it.

Others in the industry are correct when they say, "There are few people in the world who can do what you do. Besides, you're a great presenter. I don't think anyone wanted the program to end. "

Paula Cravens, Director Education Alliance for the Kentucky Bankers Association

"In his presentation, David Goldsmith gave us so many practical ideas that he could have charged us A MILLION DOLLARS, and it would have been worth it."

John Labrie, CEO and President for CWX Con-Way Express

"You were great! You added a sense of balance and neutrality to a conference that's not typically seen. It was if you represented us (the clients) on stage. Actually, throughout the event I was impressed and surprised at how quickly you assimilated our content and then created commentary that helped to weave the conference together. Unlike most facilitators or emcee's that just make an introduction and then walk off stage."

Donald Wong, Vice President Digital Media Technologies/Digital Media Initiative for Sony Pictures

"To call you an innovator would be considered trite. Your brain causes people to think and in my opinion there is no elevator speech for you."

"David Goldsmith is not your typical professional speaker. He'll shock your brain with his nontraditional, outside-inside-all-around-the-box, fruit-basket turnover insight. His perspectives will cause you to stop, think and re-imagine your future. You can't leave his sessions without being provoked to think differently and question the status quo."

Jeff Hurt Meetings Architect and Industry 2.0 Unguru for Several Associations



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"It's amazing what you were able to figure out in just 10 phone calls. You've not only learned our business but what you've figured out is pretty impressive."

David Speer, CEO of Illinois Tool Works (\$14.2B in sales)

One of the things that makes you so different from any of the other speakers or consultants we've hired or that I've worked with, at the local state and national levels is you've helped us to see things that make a huge impact in an incredibly short period of time. I've never seen anyone else in my 35 years of association management, having led associations at all levels including international do what you can do. We see ourselves differently after having worked with you."

Teresa Kinney, CEO for the Realtor Assoc of Greater Miami & Beaches

"I looked at over 100 speakers in the process of finding a speaker. One that could speak to 25 CEO's, who are the major players in 25 industries. People who already have their own opinions and want someone to show them more. I'd even bet I've spent 100 hours on the project. In the end you are exactly what I was looking for."

Nancy Rabenhold, CEO for Xcira (Previously Auction Management Solutions)

"Your predictions about where the industry is moving, where people can gain traction, and how to develop and focus on their number one winning strategy jolted the conference attendees into reality."

Kathleen Clark, Conference Planner for the National Assoc. of College Stores

"It's hard to believe that within one week you were able to learn about Comerica to the extent you could facilitate two completely interactive programs with 300+ members of our staff and at the same time guide us in the strategy we should use to get the highest return on the project we were developing.... In our search we were told that you were the only person who could do what we were asking especially within the time frame allotted. We were also told you go far beyond the scope of the project as both a futurist and a strategist, who can learn about a company or an industry in as little time as a week. They were right, and you exceeded these expectations. "

Michael Wilson, National Sales and Marketing Director for Comerica

"In two hours I received more education from David Goldsmith on running my business than in 10 years at HDU"

Ross Vanderberg, General Manager for Mobile Bay Harley-Davidson, Inc.

It's amazing that you were able to draw together such an amazing business analysis in such a short time.

Paul Huizinga, Director of Higher Education Business Development for Agresso

"You don't pull any punches, but then again, why should you? You've thought the information out so well that anyone that's listening can see that you're on target"

Barbara Agin, of the New Jersey Credit Union League



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"Global Retailing Conference...Your passionate and very relevant presentation on Innovating to Meet Today's Multi-Dimensional Buyer was simply outstanding and a perfect application for this years theme, Innovation's Edge. ."

Melinda Burke, Director for the Terry J. Lundgren Center for Retailing

"I've never seen anyone do what you do, the way you do it. You deliver so much value as a strategist. In my opinion you're worth several times your fees. Raise them."

Dan Sunt, Chief Experience Officer for MVP Collaborative

"There was no one in the industry we were able to find that customized like David Goldsmith. No one."

Karen Watson, Director Account Planning for Experient (\$80M conference services to the industry.)

"I'm ecstatic. I'm overwhelmed. What you did for Dial was without question absolutely incredible work. I feel as if I our employees had the ability to watch a guru of both management, marketing, sales and psychology in action. You far exceeded every single person's expectations and blew me away on your deliverables....

... You changed our business development model in ways we never could have dreamed. With hundreds of millions of dollars at stake, you integrated sales and marketing, management and operations into one comprehensive model

...You are an absolutely incredible quick study. You learned our industry and then talked our language as if you'd been in it for year. It was as if you could pull any piece of information from memory that would support or aid our management and sales staff to get buy in. 1-10, \$17 million, 37 branches, 200,000,000 calls, 8000 employees, \$28 or 40 cents, the list was endless. I think you knew more about our industry and our business than many of our own employees!

...Everyone was absolutely engaged. Everyone. To the point that it was if they would readily "drink your Kool-Aid." You even turned some 20-year veterans around with a finesse that was remarkable. No arguments no fights, no battles. A skill that I don't think I've ever seen.

...You can take the mundane and make it exciting. Then turn it into information that everyone can understand and start to apply immediately. (I don't believe our management team even wanted to take a break.) The success stories! work was marketing genius. Absolutely incredible.

In Dial's opinion, you are truly a guru in the field of management (and sales), and anyone that hires you should be prepared to make hundreds of millions of dollars and fun doing it."

John Redinger, Vice President of Sales and Marketing for DialAmerica

"It's safe to say that in our 100-year history, there have been very few expert speakers who have delivered as much information and value during one of our events than you delivered recently. ...More specifically, you thoroughly researched our audience and I was impressed on your ability to transform the information into a mind jarring presentation."

Robert Graf, President and CEO for the California League of Food Processors



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"For the record, I'd like to say you learn and work fast and your results are even quicker. You rapidly grasped our needs, made great assessments of the coaches, and delivered the exact solutions necessary to win. I've got to tell you that no one is doing what you do in our industry and you could make a fortune off this."

Bob Carlson Athletic Director Clarion University

"You were like our very own EF Hutton. When you spoke everyone listened. When you whispered everyone leaned forward to hear every word. When you finished, they wished it lasted longer. Even though it was a three-hour presentation starting at 7 AM! It just goes to show you we made a great choice in presenters and that, as promised, you delivered workable, real, current content that made everyone think."

Carol Wasieleski, Managing Director for the Cleaning Equipment Trade Assoc.

"You certainly spent more time learning about the DMIA membership than any speaker we have previously had...and it showed too."

Lloyd Tucker, Senior Director for the Document Management Industry Association

"Without question, you are one of the very best speakers the Executive Officers Club has ever hired, and we've heard about 200 keynote speakers since the EOC was founded."

Chuck Whitlock, Chairman of the Executive Officers Club

"Right away I got the sense that you understood our industry and would do the research to insure our program would be customized...and I was right. You challenged the audience to think differently, gave new, insightful, and practical ideas that were forward thinking, and delivered it all with personal and corporate examples that kept all 240 audience members AND vendors, crowded in the back, listening to every word."

Cindi Jaques, Conference Planner for the Int'l Assoc. of Fairs and Expositions

"You were the first speaker in our 25 years that did so much research that when you offered your expert advice and vision of the future, you were dead on. You delivered a message that was innovative to an already-innovative industry. You definitely challenged everyone in the 800-person audience. Thank you."

Craig Mandeville, Sr. Manager for Boeing, National Aerospace FOD Prevention

"The feedback on David Goldsmith was excellent. He definitely lived up to our expectations. He did a lot of preliminary legwork speaking to our members before the meeting and approached the audience at the right level. There were many discussions throughout the subsequent sessions where people used David's approach to help them stay on track in working group meetings. Thanks for finding him for us."

Beth Grossman, AVP for ACORD Corporation



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"From start to finish, you "wowed" us with your unique interview process, your challenging content, and your fun and engaging presentation style

...your interview process was like none I've ever experienced....many times I run into speakers that have "canned" speeches ready for the next victim. It was refreshing to have a keynote that was willing to go the extra mile and hear what the members of our group had to say. Your tactic of interviewing attendees to find out their challenges and how to overcome those challenges to meet their goals was truly invaluable. Second...you told us what we needed to hear, not what we wanted to hear...you challenged the group to think differently."

Amanda West, Business Devel. for the Society for Marketing Professional Services

"His session was standing room only, generating among the highest attendance for our conference sessions. What impressed me most was that he did research beforehand, and contacted a number of my members prior to the session. ALL of them were extremely impressed and cited specific ways in which he helped them with their associations."

Penny Murphy, CEO and Pres. for the Empire State Society of Assoc. Executives,

"...It was clear you did your homework by researching the ob/gyn specialty and speaking to physicians...your extensive preparation paid off. Your humor, insight and honesty were the talk of the evening."

Donna Montalto, Exec. Director NY Amer. College Obstetricians/ Gynecologists

"You were fantastic. In fact you were the hit of the conference. Seriously, as far back as I can remember there has not been a meeting where someone has left during a presentation then did not return. That didn't happen to you at our annual conference. Everyone stayed the entire three hours. That's impressive...."

Tammy Theil, President of the Alaska Medical Group Management Association

"I've never heard such rave reviews for a speaker...In my entire history with the organization I've never heard of an event where members of our audience have not gotten up to leave and never returned. You on the other hand had them captivated. Delivering relevant content, powerful strategies, and the tools that can deliver incredible returns."

Evelyn Adams, Director, Florida Hospitality Financial & Technology Professionals.

David showed up early and unlike any of the presenters I have worked with in the past, and I have worked with many, Due to his schedule, he was able to arrive a day early, ran in the snow with our staff, spent time learning about our company and then paid attention to the products we offer. This preparation and his insight were combined into a wonderfully prepared, interactive, stimulating and educational keynote with sizzle.

Dennis McAnany Vice President of Marketing Art Leather

"In short you have a real gift...one of the most enjoyable and refreshing presentations I've attended."

Stephen Stapleton, Managing Director Executive Special Services for FedEx



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