

SPEAKER KIT



**John Israel**

*Speaker, Consultant, Social Entrepreneur*



## Meet John Israel

### Speaker, Consultant, Social Entrepreneur

John Israel is founder and Chief Gratitude officer of Mr. Thank You, a consulting firm focused on client and employee retention. John is one of the most sought after speakers and trainers who teaches companies both big and small how to retain top talent and clients by creating a culture of generosity and contribution.

His work has been featured on ABC News, Fox News, Good Morning America, and his clients include global brands such as: Square, ReMax, Fairway Mortgage, Farmers Insurance, Sales Force and many others.

John began his business career at the ripe age of 19 and became the top 1% in sales for his company in just a few short years.

John's fascination with customer loyalty inspired him to start a personal social experiment on human connection that became a world wide movement, a book and a TEDx talk: The Mr. Thank You Project.

Hundreds of thousands of people around the world have been impacted by John's message.

Through his keynote speaking and consulting efforts, John's mission is the re-humanize the workplace and marketplace.


John lives in Dallas TX with his wife, three children and loyal Chihuahua.

## PROGRAM DESCRIPTION

# Thank You Revolution

How the Habit of Appreciation can transform the way we live, love, work and lead

[CLICK TO WATCH MY DEMO VIDEO](#)

 Length: Keynote (45 - 90 min), or 1/2 day facilitated workshop (Up to 4 hrs)

## Program Bio

Rates of anxiety, depression, divorce, and suicide are on the rise from all ages, races, and socio-economic backgrounds.

In a world where people have hundreds, or thousands of friends and followers on social media, how can people feel so disconnected and alone?

Is our culture, schools, work environments, or government to blame? Truth is, there are many factors at play, but the outcome is the same....people feel "not enough".

John Israel went from being a burnt out sales-person to leading a global gratitude movement.

His message will inspire your audiences to believe that they can be, do, and have so much more with out having to drastically change everything in their lives.

Rather he shares the road map of how a simple, singular habit changed his life and how your audience can do the same.

## TAKEAWAYS

### Leaving this presentation your audience will:

- Have a clear picture about the WHY behind what they do
- Have a new framework to approach challenges that will empower them to succeed
- Have a deeper sense of purpose and meaning in their work
- Be inspired to do something that matters with their life with out needing to change their job or career.

# Do Something that Matters

## Creating Purpose in Your Work

Length: Keynote (45 - 90 min), or 1/2 day facilitated workshop (Up to 4 hrs)

 [CLICK TO WATCH MY DEMO VIDEO](#)

### Program Bio

The coming generations care more about people than just profits. They want to see that the work they do actually matters.

Simply doing one day per year of volunteering, or plastering a corporate vision on the wall isn't enough for organizations to suffice this human desire to contribute.

With all the initiatives in revenue generation, customer acquisition, and system implementations, how can teams create a culture of giving back?

What if there was a way to encourage and inspire team members to co-create the vision, align it with their values, and embody those principles on a daily basis in their work?

That is why organizations love this message from John Israel.

### TAKEAWAYS

#### Leaving this presentation your audience will:

- Have a clear picture about the WHY behind what they do
- Be encouraged to step up and own their role in the company's impact and contribution
- Have a deeper sense of purpose and meaning in their work
- A greater sense of love and connection with their teammates and company

# Irreplaceable

How to become someone your clients can't live without

 [CLICK TO WATCH MY DEMO VIDEO](#)

## Program Bio

When loyalty is at its highest profits rise, people are excited about their work, and positive buzz drives new prospects to your door.

However, creating loyalty in a highly competitive and digital marketplace is easier said than done.

For the first time in recent history, the answer is NOT a new app or automation. People "want" to be loyal, but companies need to give their clients and team members a "reason" to do so.

Nobody starts a relationship hoping it's going to end, yet great clients leave good companies, and valued team members step away for "better" opportunities... every...single...day!

How do we create connections with these valuable people when there are so many other things to do and focus on in our business?

This is the basis for John's signature keynote presentation: Becoming Irreplaceable.

## Leaving this presentation your audience will:

- Develop an awareness for why good people leave, and how to prevent it.
- Learn a simple formula for creating a personal connection with high quality prospects and high valued team members
- Understand the psychology of loyalty and what drives people to come back time and time again
- Adopt a business minded approach to soft skills that increase the bottom line.
- Know how to establish a rock-solid culture that has customers and team members fighting for the organization's success.

TAKAWAYS

## PROGRAM DESCRIPTION

Length: Keynote (45 - 90 min), or workshop (1-4 hrs)

# Irreplaceable Culture

How great teams create connections that drive loyalty, contribution, and high performance

 [CLICK TO WATCH MY DEMO VIDEO](#)

## Program Bio

When people are connected with a common vision, they are inspired to work, they want to help the organization succeed, and they willingly tap into their highest potential.

But, if you have a vague vision, then focus splinters, results plummet, and people become actively disengaged. The real effectiveness of any business happens through aligning the values, vision, and culture with everyone involved.

## Leaving this presentation your audience will:

- Develop an awareness for what strengthens and weakens a culture
- Learn a simple framework for aligning people's vision, values and goals.
- Understand the psychology of organizational loyalty and what drives people to stick around and contribute at the highest level.
- Adopt a business minded approach to soft skills that increase the bottom line.
- Know how to establish a rock-solid culture that has team members fighting for the organization's success.

# How to Train a Customer

## How to Multiply Sales and Referrals with a Strategic Customer Experience

 [CLICK TO WATCH MY DEMO VIDEO](#)

Why do good customers leave, and how do we prevent it?

Think about it...nobody starts a relationship hoping it's going to end, yet great clients leave good companies...every...single...day!

Who are you loyal to? What brands inspire you to keep doing business with them?

It's ones that have curated an experience that leaves you feeling surprised, delighted, and important.

Since most companies are so busy on business development, they haven't taken the time to be thoughtful and intentional about their customer loyalty strategy.

Companies who win at customer loyalty don't do so by accident. They have a strategic plan in place.

That is what your team will walk away with in this interactive and co-creative workshop.

### Leaving this presentation your audience will:

- A greater awareness of their current customer experience
- Ideas and strategies to create more positive emotional experiences by the customer
- Concepts to influence marketing language to be more consistent with the companies promises
- A collaborative co-creation of a New customer experience everyone can be proud of
- A customer journey map detailing How to keep a customer engaged, purchasing, and referring business over time.



# In the Media

John' has been featured on ABC News, FOX News, Good Morning America and various other media outlets.



The age in which we live in where technology is the easy way out, going back to something like this means so much more.

Andrea Robinson, FOX News



POPSUGAR.

martha stewart





# The Mr. Thank You Project

Elevating the level of gratitude  
on the planet...one card at a  
time

"This book changed my life and my business."

Russ from Dallas

# Testimonials



“With such a diverse group of attendees, what I loved about John’s message is it connected with everyone at varying age & experience levels. The whole organization loved it!”

**Mike Groff**  
CEO Wallick & Volk  
Mortgage Corp



“John knows how to energize a room. His message was so important and on point. Our agents loved it.”

**Terese Brittingham**  
Operating Principal  
Keller Williams Limerick PA



“We hired John Israel to speak at multiple Regional Year End Banquets. I’ve had the good fortune of seeing hundreds of professional speakers over 40 years, including some of the most prominent names in the industry. John has a real gift. It’s hard to find someone who is able to inspire, entertain, and challenge all at once.”

**Bruce Goodman**  
President Vector Marketing Corp



“We brought John Israel back for a 2nd year in a row. Which is very rare. But our survey feedback was so good, and he prepared so well the first time that we decided to have him back a 2nd time. He brought fresh and new content and served at an even higher level the 2nd year around.”

**Josh Mueller**  
N.E.T. Meeting Event Coordinator

“

“My favorite talk of the entire TEDx conference.”

Aimee, Business Owner  
Austin TX



# Book John to Speak



## Contact

To Book John Israel for your next event please contact us at:

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Phone: 805-722-7251