

Dr. Willie Jolley's Keynote Descriptions

Topic: How To Turn A Setback Into A Comeback with An Attitude of Excellence

"The best way to build your future is to build yourself. And the best way to build your organization is to build your people." –**Dr. Willie Jolley**

Program Description:

Dr. Willie Jolley answers the age-old question: What are the secrets that sustain successful organizations through difficult times?

His answers are born out of his work helping Ford Motor Company go from the brink of bankruptcy in 2006 to being positioned to reject the government bailout in 2009—and on to billion-dollar profits every quarter since 2009. Success Magazine called him "Ford's Secret Weapon!"

In this program, Dr. Jolley shares strategies and ideas your attendees can employ to transform their businesses—as well as the five areas of development that can be used immediately to change their thinking and their business.

Upon program completion, participants will:

- Pursue a workplace culture of excellence
- Understand the 5 tenets of high achieving organizations:
 - Leadership
 - Change management
 - Team building
 - Customer service
 - A winner's attitude
 - Embrace change as a positive factor
 - Seek leadership development—no matter their position in the organization
 - View teams as the lifeblood of the organization
 - Serve the internal and external "customers"

Topic: Change Is Good...When Your Attitude is GREAT!

These last few years have proven that change happens, whether we like it or not. Some companies grow through change and others shrink!

Dr. Willie Jolley teaches people how to get a new attitude so they can have a “higher altitude” and productivity in the midst of change!

Program Description:

In this program, participants are sold on the positive perspective of change! Change is essential to any growth. Everybody wants progress, but nobody wants to change.

Dr. Jolley shares his patented “VDAD” (vision, decision, action, desire) formula for successfully embracing change.

You will leave this program viewing change as an ally - not an enemy. You will leave ready to implement the formula to drive change. You will leave believing that change “truly” is good when your attitude is great!

Participants will learn:

- The attitude necessary to positively adapt and embrace the inevitability of change
- The four-step process for “winning with change!”
- How a change in perspective can positively change results
- The success strategies outstanding leaders use to turn problems into possibilities, and setbacks into comebacks
- How working as a team can successfully help navigate the winds of change
- How to create an all-star team where everybody is an MVP!

Topic: Turn Your Setbacks into Comebacks...then Turn Your Comebacks Into Greenbacks!

Program Description:

Taken from his popular television special, "Turning Setbacks into Comebacks," Dr. Willie Jolley explains how in turbulent, high anxiety and fear times, we can survive, and dare we think, even thrive!

Dr. Jolley is right on time with this message. He has interviewed people of all walks of life on how they came back from great adversity. He shares their successful techniques, ideas, principles, and strategies.

And furthermore, he explains how to apply those principles today to help you comeback, and then get more greenbacks.

While others may speak of turning setbacks into comebacks, Dr. Jolley wrote the international best-selling books, *A Setback Is A Setup for a Comeback* and *Turn Your Setbacks Into Greenbacks*.

Participants will learn how to:

- Develop the mindset that winners use to overcome tough times
- Implement step-by-step strategies to turn their setbacks into comebacks
- Prepare an action plan to bulletproof their future success!

Topic: How To Comeback from Crisis

COVID has had a major impact on small businesses.

And as challenging as COVID has been, history teaches that another crisis is right up the road. Research shows that every decade, there will be a crisis that impacts small businesspeople.

From September 11th to the Great Recession of 2008, to hurricanes on one coast and wildfires on the other. And now COVID. Crisis situations are a part of the small business journey.

But there are strategies available to help small businesspeople not only survive these crisis times but actually thrive in their midst. Dr. Willie Jolley is an expert in helping companies come back from crises and thrive!

The “How to Comeback from Crisis program offers hope, inspires your team, and provides specific strategies and tools to get them through this tough time!

Program Description:

The “How To Comeback from Crisis” program gives hope and help to inspire your team and provides specific strategies and tools to get them through this tough time!

Participants will learn to:

- Frame crisis from different perspectives and recognize the importance of attitude on their success! (If you cannot change something in life, the wise ones learn to change their attitude so they can win!)
- Accept that “uncommon times create uncommon opportunities.”
- Live with their anxieties of an uncertain future.
- Embrace the “New Normal.”
- Develop a “Comeback” mindset.

- Embrace the “7 Principles for Turning Setbacks into Comebacks.”
- Implement the “risk-reward formula”