

A photograph of Alex Banayan, a man with a beard and short hair, wearing a dark shirt and a lapel microphone. He is smiling and clapping his hands. The background is a stage with blue and purple lighting. The image is framed by a large, dark blue triangle pointing downwards from the top left corner.

ALEX BANAYAN

SPEAKING PACKET 2022

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BIOGRAPHIES

HIGHLIGHTS

- The youngest bestselling business author in American history
- Author of the #1 international bestseller *The Third Door*
- Expert on exponential growth, perseverance, and high performance



SHORT BIO

ALEX BANAYAN is the youngest bestselling business author in American history. *The Third Door* chronicles Banayan's seven-year quest to uncover the definitive mindset of exponential growth and success. The book is a #1 international bestseller, has been translated into more than a dozen languages, and has been acclaimed by *The New York Post* as "a joy to read."

Over the course of his unprecedented journey, Banayan's research led him to interview the most innovative leaders of the past half-century, including Bill Gates, Lady Gaga, Larry King, Maya Angelou, Steve Wozniak, Jane Goodall, Jessica Alba, Quincy Jones, and others.

Named to *Forbes'* 30 Under 30 list and *Business Insider's* "Most Powerful People Under 30," Banayan is his generation's leading expert in high performance and personal development, having been featured in *Fortune*, *CNBC*, *Businessweek*, *The Washington Post*, *MSNBC*, *Fox News*, and *NBC News*. A renowned keynote speaker, Banayan has presented the Third Door® framework to corporate leadership teams around the world, including Apple, Google, Nike, IBM, Snapchat, Salesforce, Delta Airlines, Kaiser Permanente, Mastercard, and Disney.

FULL-LENGTH BIO

ALEX BANAYAN is the youngest bestselling business author in American history. *The Third Door* chronicles Banayan's seven-year quest to uncover the definitive mindset of exponential growth and success. The book is a #1 international bestseller, has been translated into more than a dozen languages, and has been acclaimed by *The New York Post* as "a joy to read."

The day before his freshman-year final exams, Banayan hacked *The Price is Right*, won a sailboat, sold it, and used the money to fund his quest to learn from the world's most innovative leaders. Over the course of his unprecedented journey, Banayan interviewed Bill Gates, Lady Gaga, Larry King, Maya Angelou, Steve Wozniak, Jane Goodall, Jessica Alba, Quincy Jones, and others.

Named to *Forbes'* 30 Under 30 list and *Business Insider's* "Most Powerful People Under 30," Banayan is his generation's leading expert in high performance and personal development, having been featured in *Fortune*, CNBC, *Businessweek*, *The Washington Post*, MSNBC, Fox News, and NBC News.

A renowned keynote speaker, Banayan has presented the Third Door® framework to business conferences and corporate leadership teams around the world, including Apple, Google, Nike, IBM, Snapchat, Salesforce, Delta Airlines, Kaiser Permanente, Mastercard and Disney. Banayan's keynotes have had far-reaching effects, acting as the catalyst for a new way of thinking. The Third Door® framework has helped individuals discover unconventional routes to achieve their biggest dreams and has aided Fortune 500 companies to take new approaches to sales, marketing, and exponential growth.

Since the publication of *The Third Door*, Banayan has brought his message of possibility to millions of people in more than one hundred countries. At the core of Banayan's mission is his belief that, "When you change what someone believes is possible, you change what becomes possible."

ALEX BANAYAN KEYNOTE TESTIMONIALS



"The feedback about Alex Banayan's keynote has been off the charts. It was an outstanding event! Alex knocked it out of the park!"

—**Andy Sieg, President, Merrill Lynch**



"The speech was absolutely a home run. And it changed my life."

—**Brad Smith, CEO, Intuit**



"After Banayan's keynote at Disney, we sent out a survey to all the attendees. I must say, it was the best feedback we've ever received from any speaker. Hands down."

—**Laurie H. Allred, Head of Y@DCPI, Disney**



"When Alex Banayan spoke at my department's off-site, his energy was contagious, his stories were inspiring, and his ideas pushed my team's leadership. If you're looking for someone with insight and passion, then Banayan is your man."

—**Jesse Stollak, Vice President of Football Marketing, Nike**



"Banayan is one of the most professional and polished speakers I've worked with. And his talk couldn't have gone better. His stories were enthralling, his insights were incredibly tangible, and his message was spot on."

—**Megan Green, Head of Google Play Business Development, Google**



"Banayan's keynote kicked-off our event perfectly! His charismatic personality draws you in, and then his insights and stories prove to be both immensely entertaining and deeply emotional. Whether you work in sales or marketing, every department will find tremendous value in Banayan's keynote. On top of that, we then decided to gift copies of *The Third Door* to our top clients, and they all loved it. Once you start reading the book, you can't stop. The keynote coupled with the book is magic."

—**Sevan Leipziger, Senior Head of SAE Entertainment Sales, Delta Airlines**



"Banayan followed Valerie Jarrett and Arianna Huffington to keynote the Snapchat Women's Group, and there was standing room only for his speech. He captivated the crowd with his incredible and unique story and journey. He answered questions from the audience with candor and insight. Everyone left the session feeling inspired, empowered, and even more equipped to succeed. Ten out of ten!"

—**Rachel Richardson, Head of Curated Stories, Snapchat**



"For business leaders who want to inject entrepreneurial grit into their culture—Alex Banayan is whom you're looking for. His keynote was packed with hard-research, enthralling stories, and insights that created a real buzz and gave actionable steps to both employees and startup community members."

—**Danielle Cohn, Head of Entrepreneurial Engagement, Comcast NBCUniversal**



"Banayan's keynote and Q&A was one of the best our organization ever had."

—**Curren Iyer, President, Harvard Ventures**



"Standing ovation! Banayan's keynote was electric. He has a way of deeply connecting with the audience in a way I've never seen before. He is a master speaker who makes you feel like you are with him every step along the way. Alex was so powerful on stage that we hired him again the next year."

—**James Purpura, Founder, The Powerful U Conference**



"Alex Banayan is an unbelievable storyteller! His keynote was thoughtful, engaging, and dynamic. Banayan represents the voice of entrepreneurship, the power of hustle, and the energy of unlimited potential."

—**Arturo Nunez, Head of ALAC Marketing, Apple**



"*The Third Door* is a favorite book of many employees in our company, so having Banayan speak at our headquarters was an amazing experience. The keynote was both down to earth and kept everyone wanting more. Banayan also stuck around after to meet and connect with each and every person. Having Banayan speak at our company was a giant success and employees ask, to this day, when we can have him back."

—**Justin Copie, CEO, Innovative Solutions**



"Alex Banayan's speech was the most talked about keynote of the day—with true inspiration and solid takeaways, wrapped in Alex's signature laugh-out-loud storytelling. Banayan is a grand slam for any business event."

—**Jon Tota, Learning Chair, Entrepreneurs' Organization (EO) New York City**



"Alex Banayan is one of the most collaborative, inquisitive, and thoughtful people I've crossed paths with. I'm fortunate to know him and I admire his natural ability to inspire and motivate others."

—**Kari Sherrodd, Global Lead of Education Communications, Dell**



"Alex Banayan was absolutely fantastic! His energy and confidence knows no bounds. He got the whole audience engaged and interacting!"

—**Simon Mayle, Event Manager, Reed Exhibitions**



"Banayan's keynote was remarkable—his underlying message of bringing your dreams to reality through grit and a 'yes, and' attitude really resonated with our employees around the world. He has a masterful way of bringing the audience along for a journey that encourages them to think about how to work and play differently moving forward. Out of all the speaking events I've planned at Ford, Banayan's was one of the best."

—**Christiana Lumaj, Head of Executive Communications, Ford**



"Alex Banayan spoke to three hundred St. Charles leaders and we found that because of the turbulent and ever-changing health care landscape we are currently facing, his message of open-mindedness and finding creative ways to solve problems really resonated."

—**Joe Sluka, CEO, St. Charles Health System**



"Since Alex Banayan spoke to my sales team six months ago, it's hard to quantify how many new customer meetings we've set up where my salespeople have used the Third Door framework! We finished the year on top and grew our business to the second largest in the company in recurring revenue terms. Thank you, Alex! I can't wait to have you back to give another keynote to the team again!"

—**Mike Ferrari, Vice President of Sales, Tanium**



"Alex Banayan was the best speaker we've ever had. He brought a whole new element to our leadership offsite, unleashing the energy of our team in a way I've never seen before. His messages resonated deeply with our team, enabling us to continue to grow in the midst of uncertain times. I can't recommend him enough."

—**Jeff Oberbillig, Senior Director, Red Hat**



"Banayan's storytelling is some of the best I've ever seen. His keynote deeply resonated with every department in our company. Just remarkable."

—**Bert Jacobs, CEO, Life is Good**



"Alex Banayan's keynote truly cracks the code and provides the transformational edge needed to succeed in today's business environment. Any healthcare organization that wants to achieve exponential growth and reach their biggest goals needs to implement the principles contained in *The Third Door* today."

—**Doran Duffin, Organizational Development Leader, Kaiser Permanente**



"As the host and keynote speaker of our annual IBM Amplify conference, Alex Banayan's passion was exactly what we needed to energize our corporation at such a pivotal time in our transformation."

—**Samantha Klein, Marketing Manager, IBM**



KEYNOTE TOPICS (1 of 4)



EXPONENTIAL GROWTH THROUGH THE THIRD DOOR : HOW TO THINK DIFFERENTLY, TRANSFORM YOUR BUSINESS, AND ACHIEVE YOUR MOST IMPORTANT GOALS

We all face rejection. We all deal with fear. Whether it's in our personal lives or careers, there are always dozens of obstacles holding us back from achieving our biggest goals.

But it doesn't have to be that way. There are certain mindsets and tools that can not only clear the obstacles along your path, but can also add rocket fuel to your success. After spending seven years researching and interviewing the most successful people on earth, bestselling author Alex Banayan's widely-acclaimed Third Door™ framework can help any organization achieve its goals and radically accelerate its overall success.

In this riveting keynote, Banayan takes audiences on an unprecedented adventure, from hacking *The Price Is Right* to chasing Larry King through a grocery store to the multi-year quest to learn from Bill Gates and Lady Gaga. Alongside these larger-than-life stories, Banayan takes the principles from his bestselling book *The Third Door* and pushes them to a whole new level, making them practical and applicable for organizations of all sizes.

This powerful presentation teaches you how to become:

- More resilient
- More persistent
- More committed to growth
- And more capable of achieving your company's biggest objectives

This wildly-entertaining keynote is packed with insights and lessons guaranteed to transform any organization to believe that, no matter what obstacles it's facing... *there's always a way.*

KEYNOTE TOPICS (2 of 4)

THERE'S ALWAYS A WAY™: HOW TO CULTIVATE RESILIENT, FOCUSED, AND ENERGIZED TEAMS DURING UNCERTAIN TIMES

The pace of change in the business world is faster than ever before.

It has never been more critical to an organization's survival for teams to cultivate a DNA of resiliency, perseverance, and solution-orientated problem solving.

In this empowering keynote, bestselling author Alex Banayan masterfully decodes the most critical and elusive skills needed for any organization to cultivate the mindsets of exponential growth, particularly during times of rapid change and uncertainty.

After interviews with Bill Gates, Steve Wozniak, and dozens more of the world's most innovative leaders, Banayan uncovered that there are fundamental skills that every organization needs—but that most people don't talk about—to achieve their biggest goals during disruptive times. This keynote covers it all, with lessons including:

- How do you transform persistence from being an esoteric word to being a living, breathing part of your day-to-day culture?
- What are the unspoken dangers of *over*-persistence and how can you prevent them at your organization?
- Why is the opposite of success *not* failure—and how does that shift in mindset help your employees take more risks and grow exponentially?
- What's the surprising difference between fearlessness and courage—and why does that critical difference lead to consistent breakthroughs in organizations of all sizes?

If you care about elevating your business—if you care about your employees being more resilient, more courageous, and more capable of making smart, innovative decisions—this keynote is what you've been waiting for.

KEYNOTE TOPICS (3 of 4)



[®]**THIRD DOOR STORYTELLING FOR BUSINESS GROWTH:** HOW TO RE-ENERGIZE YOUR SALES, MARKETING, AND BUSINESS DEVELOPMENT EFFORTS USING THE 5 KEYS OF RADICALLY COMPELLING STORIES

The world has never been noisier.

So how do you command the attention of your customers, sales prospects, or industry at-large? And once you have their attention, how do you transform those customers into lifelong advocates for you and your business?

After a decade of researching the world's most successful leaders and organizations, bestselling author Alex Banayan uncovered what the single most underrated skill is that can radically boost the growth of any company's sales, marketing, or business development efforts.

The secret is storytelling—but not just any kind. Banayan's research led him to decode the keys to remarkably compelling, gripping, and emotional storytelling that can be used by businesses of all sizes to supercharge their goals. This is a specific, teachable skill set that can transform prospects into blue-chip clients and customers into evangelists, and can inject an entirely new sense of possibility into the DNA of your company culture.

Drawing from his years of research and the international success of *The Third Door's* unique narrative style, Banayan distills in this keynote how anyone in your organization—from C-suite executives to your newest team members—can use these five elements to transform your business.

Because at the end of the day, everything in life and business comes down to a story.

And it's time your organization uses that to its advantage.

KEYNOTE TOPICS (4 of 4)

THE THIRD DOOR® FOR SALES: HOW TO RE-TRAIN AND RE-INVIGORATE YOUR SALES TEAM TO FIND A WAY THROUGH ANY DOOR

What happens when some of the hardest-to-reach people are your prospects? How does a sales team persevere through the inevitable onslaught of rejections?

Sometimes sales pipelines feel like pipedreams. Often weeks and months are spent on a deal, only for it to fall through at the last minute. Over time, the sting of rejection can multiply until it becomes crippling.

After seven years of learning directly from the most successful entrepreneurs on earth, bestselling author Alex Banayan gained invaluable sales lessons from Microsoft founder Bill Gates, Zappos CEO Tony Hsieh, and dozens more.

In this empowering keynote, Banayan encourages teams to deploy new approaches to establishing relationships with leads so that you're more than just another name in an inbox, from re-imagining prospect meetings to making a lasting impression. His presentation also sheds light on new frameworks to view rejections and failures, offering surprising insights on what to do next.

Audiences come away with practical tools to apply the Third Door® framework to their sales process, including:

- Finding your "Inside Man"
- Overcoming "The Flinch"
- Utilizing "Borrowed Credibility"
- The surprising science of cold emails

From Larry King's interviewing secrets that help warm up prospects to Quincy Jones' key to continued growth and success, this keynote is for any sales team serious about taking their results to the next level.

10 REASONS ALEX BANAYAN'S KEYNOTE IS THE BEST FIT FOR YOUR EVENT

1. Honed, Polished, and Reliable

Having done hundreds of high-profile keynotes over the past decade, Banayan is a seasoned keynote speaker who comes prepared to set the tone for any event. Google has said that Banayan is one of the most professional speakers they've worked with. Disney said that Banayan received the best feedback from any speaker they've had. And the president of Merrill Lynch said the feedback about Banayan's keynote was off the charts.

2. Electric Energy

Whether it's a virtual stage or in-person, in front of an audience of 50 executives or 5,000 salespeople, Banayan has a way of lighting up any stage and elevating the energy of an event unlike anyone else. Nike's VP of Football Marketing said that Banayan's energy was contagious, and Red Hat's Senior Director said Banayan unleashed their team's energy in a way they've never seen before.

3. Incredibly Memorable and Impactful

For years, audience members have sent messages after events saying Banayan's keynote changed their lives. Intuit said that Banayan's keynote received the highest rating out of all the speakers at their annual Quickbooks Connect conference. Banayan leaves a long-lasting impact after every keynote, ensuring that your event will be unforgettable.

4. Vulnerable, Emotional, and Authentic

Stories of fear and rejection remind audience members that they're not alone in life's challenges. Banayan takes audiences on a journey of vulnerability, from curling up on the floor of a Motel 8 feeling cold, lost, and defeated, to the comforts of Jessica Alba's office during a gut-wrenching discussion about both of their families' battles with cancer. Through his humility, Banayan connects deeply with audiences, providing new insights to universal experiences.

5. Remarkably Professional

Banayan is committed to making the jobs of meeting planners as easy and straightforward as possible. From the pre-event call to backstage on event day, Banayan's professionalism and courteousness are on display every step of the way.

6. Wildly Entertaining

From winning *The Price Is Right* to his larger-than-life quest to track down Bill Gates, audiences go on a rollercoaster of emotion, from laughing out loud to sitting on the edge of their seats. Packed with wild stories, including chasing Larry King through a grocery store and hacking Warren Buffett's shareholders meeting, it's no surprise the CEO of Life Is Good said that Banayan is one of the best storytellers he's seen.

7. Radically Committed to Audience Connection

From his authentic interactions with the crowd during the keynote to his one-on-one conversations with audience members after the speech, Banayan builds meaningful connections, making him the perfect speaker both on and off the stage. Approachable and fully present at book signings and meet and greets, Banayan is focused on personal connections with every attendee he meets at your event.

8. Time-Tested Research and Practical Lessons

Banayan has spent a decade researching exponential success, poring over hundreds of biographies and interviewing the most innovative leaders in America, from Microsoft founder Bill Gates to Apple co-founder Steve Wozniak. *The Third Door* is a #1 international bestseller and has been translated into more than a dozen languages.

9. Custom-Tailored Message

In the pre-event call, Banayan learns as much as he can about your organization, ensuring that every keynote is custom-tailored to the needs of each event. Want two pre-event calls? You got it.

10. Masterful Stage Presence

From his pacing and tonality to his movement on stage and through the audience, it's no surprise why CEOs and event planners alike rave about Banayan's world-class speaking style. Ford said that Banayan has a "masterful way of bringing the audience along for a journey," and that out of all the events they've planned, Banayan's keynote was one of the best.

SPOTLIGHT: EVENT HOST SUCCESS STORY



"Alex's passion, experience, and wisdom not only shined bright through his keynote, but also had a tangible impact on transforming the lives of our employees. On top of that, we worked with Alex to publish a clip from his keynote at our event online and it went viral, with more than 7 million views, which increased the impact of our event even more. We loved having Alex speak both to our executive team at our headquarters and at our company-wide event with over 3,000 employees. And we can't wait to work with him again!"

—**Brant Boersma, Chief Culture Officer, Dutch Bros Coffee**

RESULTS

- The event host specifically needed a keynote that would be memorable, breathe life into the 3,000-person event, and energize their employees for years to come
- Alex's keynote led to cheers, tears of joy, a standing ovation, and a moment during the Q&A that the host said was the most memorable highlight of the event
- The event host felt that the moment captured their company values so perfectly that they asked Alex if they could coordinate the publishing of the keynote video online
- The video went viral, garnering more than seven million views online and tens of millions of views on television, becoming the company's biggest press story of the year
- For months and months after the event, employees of Dutch Bros Coffee continued posting on Twitter, Facebook, and Instagram, saying that Banayan's keynote changed their lives and was their favorite part of the all-hands meeting

THE KEYNOTE WAS FEATURED IN

ALEX BANAYAN
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1. Standing ovation photograph



2. Fireside chat photograph

ALEX BANAYAN SPEECH INTRODUCTION

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Banayan has been featured in *Fortune*, *Forbes*, *The Washington Post*, NBC News, and more.

An acclaimed keynote speaker, Banayan has presented the Third Door® framework to corporate leadership teams around the world, including Apple, Google, Nike, and Disney.

Please put your hands together and help me in welcoming... Alex Banayan.

