

DAN CLARK

DAN CLARK'S CUSTOMIZED MILITARY PROGRAMS

"In my capacity as Deputy Commander of Central Command Air Forces I was privileged to accompany Dan Clark for a sixteen-day visit to our bases in Southwest Asia, including six locations in Iraq and Afghanistan. I introduced Dan on 23 occasions as the keynote speaker to large gatherings of deployed soldiers, sailors, Airmen, and Marines, where he delivered his unique, entertaining and inspiring message on leadership and teamwork. I later commanded Air University, the Intellectual and Leadership Center of the Air Force, and I commend The Art of Significance as a must-read to all of our officer, enlisted, and civilian attendees. In this great read Dan articulates the practical application of our core values: integrity first, service before self, and excellence in all we do."

- Lieutenant General Al Peck (USAF, retired)

Why you should hire Dan to speak at your next Military Conference as a Motivational Keynoter – and/or conduct interactive Half Day or Full Day training.

Training Topics:

Leadership

Suicide Prevention

Strength in Diversity

Eradicating Sexual Assault

Resiliency & Adapting to Change

Building Trusting Courageous Teams

Healing from 'PTS' - Post Traumatic Stress

Creating a Culture of Excellence in Everything We Do

Strengthening Personal Relationships & Communication

Finding your Value & Place as you Separate from the Military

In every Keynote Speech & follow up workshop, Dan draws his material from his bestselling book: *The Art of Significance – Achieving the Level Beyond Success*, which was selected by U.S. Air Force Chief of Staff General Mark Welsh III as one of 12 books for his annual reading list:

Dan customizes every speech based on an analogy/metaphor from the "NFL" National Football League

As a leader/coach/educator/parent - would you be interested in a one-stop-shop program that literally contains the solutions to every challenge a leader will ever face? To explain, visualize an NFL football game where every Quarterback wears a “Play Sleeve” — brand name “Wrist Coach” on his forearm that contains the key plays in the team playbook.

The coach is on the sideline with his fingertips on the scouting report of the competition, coupled with an amalgamated strategic game plan that reveals the best play options to use in every speculated situation that may present itself during the game. This allows the coach and his quarterback to communicate in real time and decide which play should be called in each situation to achieve the specific goal at hand.



In this mindset, the Twelve Highest Universal Laws of Significance constitute the twelve key “plays” in life’s metaphorical “playbook.” As you learn, study and master these laws to the point they become automatic thoughts and behaviors, they become your “Play Sleeve/Wrist Coach” that you constantly wear day and night, at home, at work, at play.

Regardless of your personal or professional challenge, because you have mastered the Art of Significance and fully comprehend each of the 12 Highest Laws of the Universe, you can decide in real time which Law or combination of Laws you need to use to take the situation from where it is to where it needs to be. All in the understanding that not every play is designed to score a touchdown – oftentimes we need several interactions and need to work on a combination of Laws before we “achieve the level beyond success.

Dan’s Twelve Highest Universal Laws of Life Changing Leadership

*Law #1:
Obedience
beyond Freewill Agency*

*Law #2:
Perseverance
beyond Patience*

*Law #3:
Stretch
beyond Change*

*Law #4:
Trust Predictability
beyond Hope & Faith*

*Law #5:
Seek Whole Truth
beyond Believing What You Think*

*Law #6:
Focus on Winning
beyond Team*

*Law #7:
Do Right
beyond Being Best*

*Law #8:
Experience Harmony
beyond Work/Life Balance*

*Law #9:
Acceptance
beyond Tolerate*

*Law #10:
Love and Being Needed
beyond Romanced & Used*

*Law #11:
Establish Covenants
beyond Commitments*

*Law #12:
Forgiveness
beyond Apologies*

Although Dan is a civilian, Dan speaks 'military lingo' and illustrates the military Core Values' of Loyalty, Duty, Respect, Service Before Self, Honor, Integrity and Personal Courage in a unique, entertaining and practical application way - and relates to every career field and pay-grade using his unique and extraordinary military experiences 'Down Range' to create customized learning moments that teach powerful life lessons and governing principles to accommodate the needs of the meeting planner.

* In a conference call with the Event/Meeting Planner / Leadership Team of the 'CAG' Commander's Action Group and/or Commanding Officer and/or Chief Master Sergeant / Sergeant Major - Dan will gather information to help him customize his presentation based on your specific needs. If the call includes dealing with suicide or discussing sexual assault or creating strength in diversity - Dan introduces the correct Universal Law or Laws to effectively talk about the issue in an entertaining, emotionally engaging way and demonstrate how in real time we can have a frank, 'crucial conversation' and bring about a solution.

* * If the issue is Suicide, Dan's presentation will include Law #2 (Perseverance), Law #4 *Trust Predictability*, Law #8 *Experience Harmony* and Law #10 *Love and Being Needed*.

If the issue is Sexual Assault, Dan will include Law #1 *Obedience*, Law #3 *Stretch*, Law #5 *Seek Whole Truth*, Law #7 *Do Right* and Law #9 *Acceptance*.

If the issue is Building a Winning Team Culture, Dan will include Law #1 Obedience, Law #3 Stretch, Law #6 Focus on Winning and Law #1 Establish Covenants, etc.

* * * In the half day/full day seminar Dan takes participants on a deep dive comprehensive study of all Twelve Universal Laws and teaches the tools, techniques and practical application take-a-ways the attendees can immediately implement when they get back to work!

* * * * As you read and sift through Dan's military bio and comprehend Dan's unique and powerful relationship with our Active Duty, Guard and Reserve troops and their amazing families,

Please take the time to call Dan's office:

800-676-1121

(International)1-415-968-9326

Schedule a 15 minute No Obligation phone conversation with Dan to discuss your meeting needs, ask questions and see if Dan is the right fit for your next military conference on the base or for an Association or contractor meeting elsewhere.

God bless our military troops and their families. God bless America!

Dan looks forward to your call!

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