

ALEX BANAYAN

#1 INTERNATIONAL
BESTSELLING AUTHOR
OF *THE THIRD DOOR:*
THE MINDSET OF SUCCESS



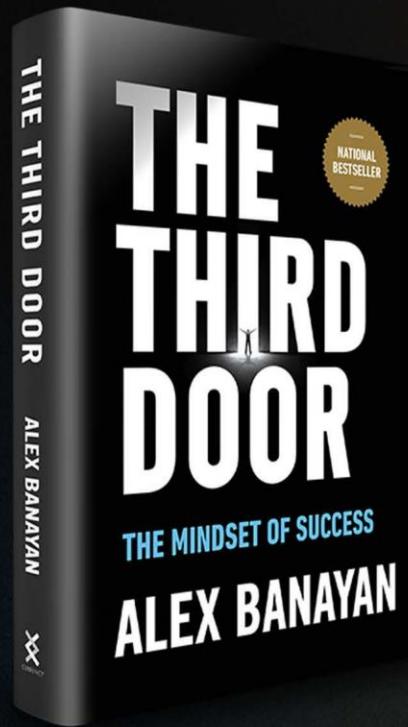
There's always a way.

Keynote Themes

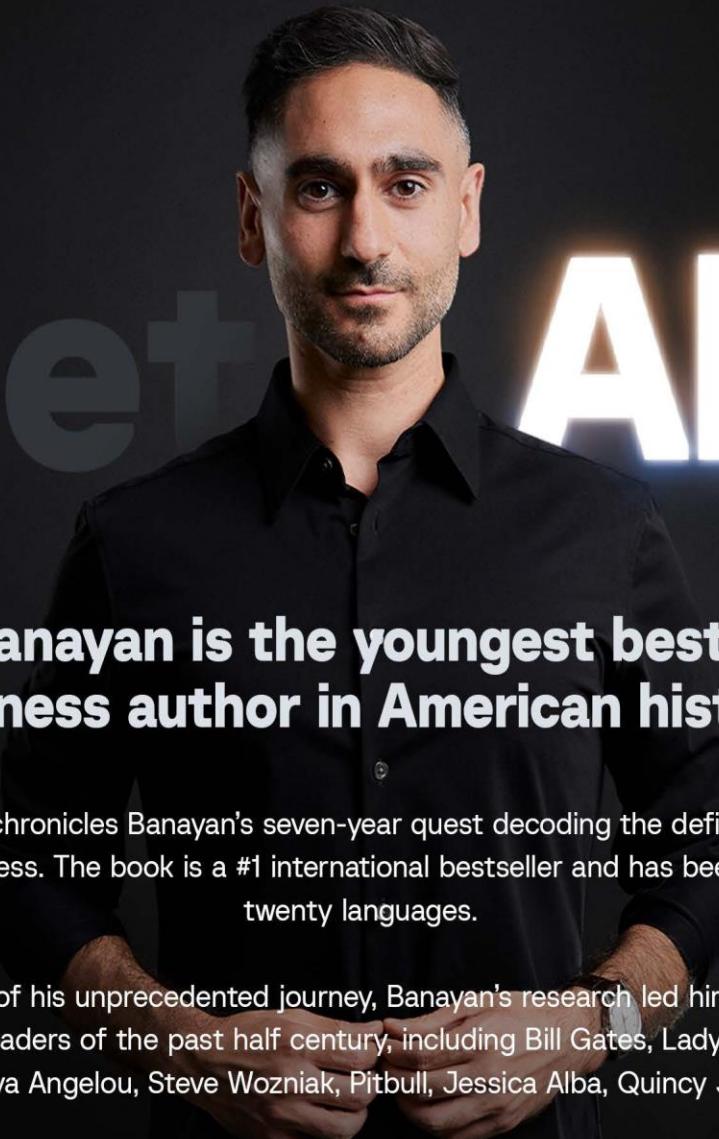
- BUSINESS GROWTH
- PERSEVERANCE & PERSISTENCE
- PEAK PERFORMANCE & MENTAL WELLBEING

Highlights

- The #1 international bestselling author of *The Third Door: The Mindset of Success*
- Fifteen years of research on exponential growth and peak performance, having interviewed Bill Gates, Lady Gaga, Larry King, and others
- One of the most honed and reliable keynote speakers in America, with more than a decade of experience presenting to Apple, Nike, Google, IBM, Mastercard, Disney, and more



Meet Alex



Alex Banayan is the youngest bestselling business author in American history.

The Third Door chronicles Banayan's seven-year quest decoding the definitive mindset of growth and success. The book is a #1 international bestseller and has been translated into twenty languages.

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, Jane Goodall, Maya Angelou, Steve Wozniak, Pitbull, Jessica Alba, Quincy Jones, and others.

Banayan is one of the world's leading experts on high performance and personal development, having been featured in *Fortune*, *Forbes*, CNBC, *Businessweek*, *The Washington Post*, MSNBC, Fox News, and NBC News. A renowned keynote speaker, Banayan presents the Third Door® framework regularly to corporate leadership teams around the globe, including Apple, Google, Nike, IBM, Delta Airlines, Bank of America, Mastercard, and Disney.

ALEX BANAYAN HAS BEEN FEATURED IN



Bloomberg
TELEVISION

FORTUNE

Forbes



BusinessWeek



The
Washington
Post

TC TechCrunch

OWN
OPRAH WINFREY NETWORK

Alex Banayan by the numbers

#1

INTERNATIONAL
BESTSELLING BOOK

12

YEARS OF CORPORATE
KEYNOTE SPEAKING
EXPERIENCE

20

LANGUAGES
AVAILABLE OF
THE THIRD DOOR

100+

PRESS AND MEDIA
FEATURES

500+

KEYNOTES
DELIVERED

5K+

FIVE-STAR REVIEWS OF
THE THIRD DOOR ON
AMAZON & AUDIBLE

250K+

COPIES OF *THE THIRD
DOOR* IN PRINT

300K+

PEOPLE REACHED
IN AUDIENCES

350K+

SOCIAL MEDIA
FOLLOWERS



KEYNOTE 1

The Mindset of Exponential Growth

HOW TO TRANSFORM YOUR THINKING,
TAKE THE THIRD DOOR®, AND ACHIEVE
YOUR MOST IMPORTANT GOALS

We all face rejection. We all deal with fear. At times it can feel like there are 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 clear the obstacles along your path and add rocket fuel to your success. After spending fifteen years researching and interviewing the world's most innovative leaders, bestselling author Alex Banayan's widely-acclaimed Third Door™ framework can help any organization achieve its goals and radically accelerate its growth.

In this high-energy 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 insights from his bestselling book *The Third Door* to a whole new level, making them practical and applicable for organizations of all sizes.

This powerful presentation teaches you how to:

- Cultivate a culture of bold thinking
- Instill the mindset of persistence and going “all in”
- Fuel growth, no matter the external economic environment
- Become more capable of achieving your company's biggest objectives

THIS WILDLY-ENTERTAINING KEYNOTE IS PACKED WITH TOOLS AND LESSONS GUARANTEED TO SUPERCHARGE YOUR MINDSET—TO THE POINT WHERE GROWTH BECOMES INEVITABLE.

KEYNOTE 2

There's Always A Way®

HOW TO CULTIVATE PERSEVERANCE AND PERSISTENCE DURING TIMES OF CHANGE

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

With the surge of AI and other seismic technological disruptions, it has never been more critical to an organization's survival for teams to cultivate a DNA of perseverance and solution-oriented problem-solving.

In this empowering keynote, bestselling author Alex Banayan decodes the most critical insights needed for any organization to cultivate the mindset of resilience and optimism, particularly during times of rapid change and uncertainty.

After interviewing Bill Gates, Steve Wozniak, and dozens more of the world's most iconic leaders, Banayan uncovered the 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 to transform *persistence* from being an esoteric word to being a living, breathing part of your day-to-day culture
- Why the opposite of success isn't failure—and how that shift in mindset helps your employees take more risks and grow exponentially
- What the surprising difference is between fearlessness and courage—and why that critical distinction leads to consistent breakthroughs

IF YOU CARE ABOUT ELEVATING YOUR BUSINESS—IF YOU CARE ABOUT YOUR EMPLOYEES BEING MORE RESILIENT, MORE COURAGEOUS, AND MORE CAPABLE OF MAKING BOLD, INNOVATIVE DECISIONS—THIS KEYNOTE IS WHAT YOU'VE BEEN WAITING FOR.

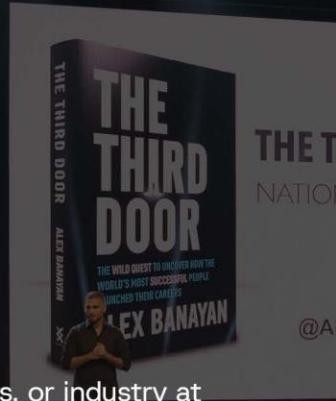
VISTA™ Storytelling For Business Growth

HOW TO TRANSFORM YOUR ORGANIZATION USING
THE 5 KEYS OF RADICALLY COMPELLING STORIES

THE THIRD DOOR
NATIONAL BESTSELLER

The world has never been noisier.

@ALEXBANAYAN



How do you command the attention of your customers, sales prospects, strategic partners, or industry at large? Once you have their attention, how do you transform those stakeholders 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 the most effective skill that radically boosts the growth of any company's sales, marketing, and 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, customers into evangelists, and inject an entirely new sense of possibility into 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 the five elements of Banayan's VISTA™ Storytelling Framework 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.

Coming Alive™

**HOW TO BOOST CONNECTION, ENERGY,
AND GROWTH USING THE 4 ANTIDOTES
FOR MENTAL WELLBEING™**

The mental health crisis has hit a point of urgency never before seen in history.

Anxiety and depression levels are skyrocketing. These issues not only devastate families at home, but also affect the workplace in extreme ways.

Gallup polling of chief human resource officers found that only one-percent of them perceive their workforce mental health as excellent. The size of the issue is overwhelming. But what if what we need to solve this crisis has been right in front of us the entire time?

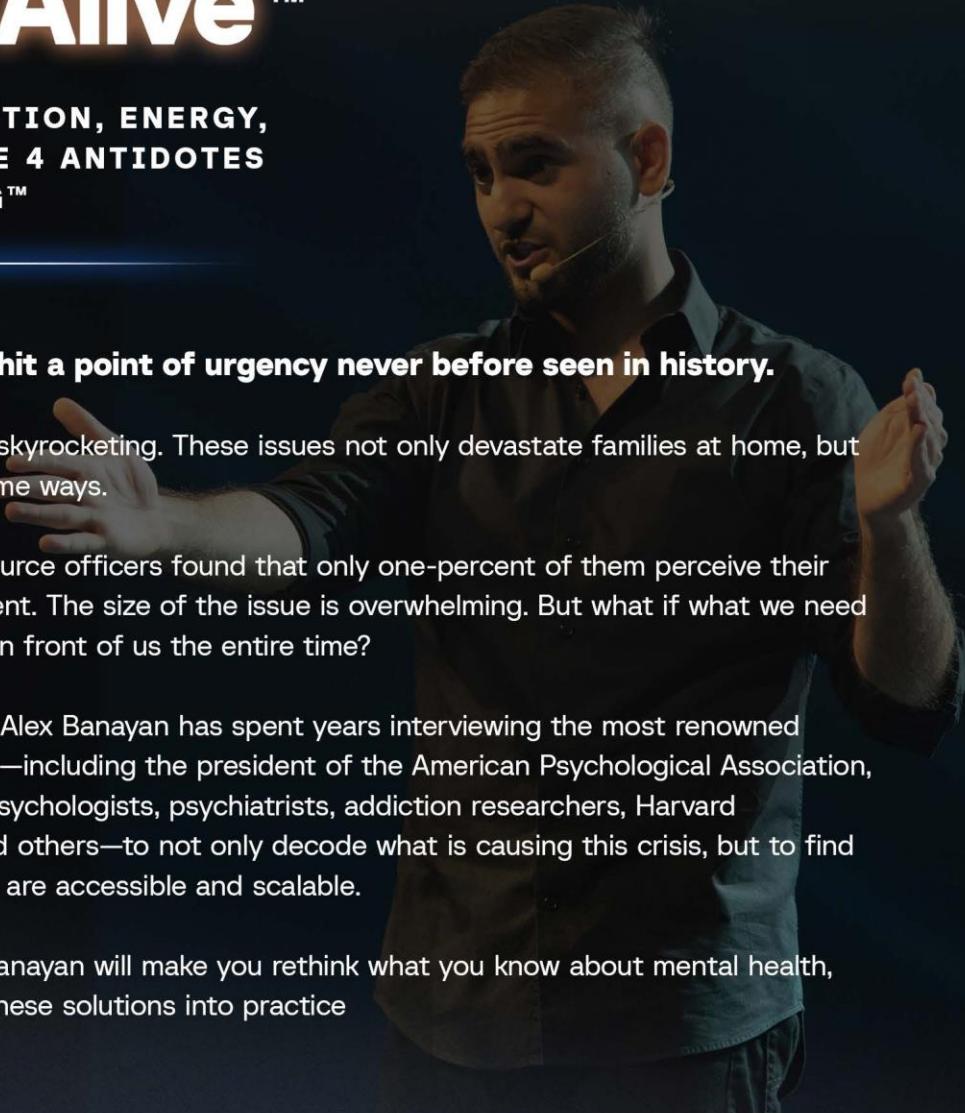
Bestselling author and researcher Alex Banayan has spent years interviewing the most renowned pioneers in the mental health field—including the president of the American Psychological Association, acclaimed brain experts, leading psychologists, psychiatrists, addiction researchers, Harvard professors, the CEO of Gallup, and others—to not only decode what is causing this crisis, but to find scientifically-proven solutions that are accessible and scalable.

In this groundbreaking keynote, Banayan will make you rethink what you know about mental health, while giving you the tools to put these solutions into practice

**Through this
mind-expanding
presentation,
audiences
will learn:**

- What the “3 Toxins of the Crisis” are and how to change your relationship with them immediately
- How to use the “4 Antidotes for Mental Wellbeing” to cultivate peak performance and navigate change and uncertainty
- How to deepen your sense of purpose and connection in your personal life and at work

**PACKED WITH CAPTIVATING STORIES, THIS KEYNOTE IS
SOLUTION-ORIENTED AND LEAVES AUDIENCES FEELING OPTIMISTIC
AND EMPOWERED. WE OWE IT TO OURSELVES, OUR FAMILIES, AND OUR
COLLEAGUES TO EQUIP OURSELVES WITH THE VERY BEST INSIGHTS TO
UPLIFT OUR MENTAL WELLBEING—AND THIS KEYNOTE IS DESIGNED
TO DO EXACTLY THAT.**



WORKSHOP 1

Tools For Growth Workshop

**FUEL PERSONAL GROWTH BY
INSTILLING THE THIRD DOOR
MINDSET**



Runtime: Half Day (3 hours) or Full Day (6 hours)

In this interactive workshop, bestselling author Alex Banayan guides your audience through easy-to-implement exercises that are derived from his fifteen years of research on high performance and success.



Banayan presents practical tools that garner on-the-spot results within each individual, along with take-home exercises your audience can utilize after the event to continue cultivating growth, both personally and professionally.

These tools help your audience get unstuck, rediscover what makes them come alive, and find clarity on some of the biggest obstacles they are bound to face as they navigate their paths to achieving their biggest goals, no matter what stage they are at in their careers.

**IF INSTILLING A SUSTAINABLE AND CONSISTENT MINDSET
OF GROWTH WITHIN YOUR ATTENDEES IS A PRIORITY,
THEN THIS WORKSHOP IS FOR YOU.**

WORKSHOP 2

Storytelling for Connection Workshop

ACCELERATE BUSINESS GROWTH THROUGH
RADICALLY COMPELLING STORIES



Runtime: Half Day (3 hours) or Full Day (6 hours)

This workshop produces dramatic results in real time. Banayan not only teaches your audience his proprietary VISTA™ Storytelling Framework that can be used at any level of your organization, but he also guides your group through an interactive exercise in which your audience will walk away with brand new, rewritten stories.



This goes beyond telling stories for marketing or advertising—this is about elevating your team's ability to tell emotionally compelling narratives to close deals and boost measurable results. Participants will radically improve their approach to the most critical components of top-line growth, ranging from sales, client communications, and executive leadership, to investor relations, human resources, and company culture.

THIS EXPERIENCE WILL TAKE YOUR EVENT TO NEW HEIGHTS—NOT ONLY CHANGING THE WAY AUDIENCE MEMBERS SEE THEMSELVES, BUT MOST IMPORTANTLY, CHANGING THE WAY THEY'RE ABLE TO FUEL YOUR ORGANIZATION'S GROWTH FOR YEARS TO COME.

WORKSHOP 3

The Coming Alive Workshop

THE INTERACTIVE SESSION THAT MASSIVELY BOOSTS YOUR ENERGY, CONNECTION, AND MENTAL WELLBEING

Runtime: Half Day (3 hours) or Full Day (8 hours)

Mental wellbeing has become even more critical for people of all ages. But the question is: *How do we make it practical, accessible, and scalable?*



In this highly-interactive workshop, bestselling author and researcher Alex Banayan will teach your audience groundbreaking tools and frameworks that are scientifically proven to boost their mental wellbeing, clarity, and energy. Banayan guides audiences through the findings of his multi-year quest to find solutions to the mental health crisis and his first-of-its-kind partnership with Columbia University's lab for social connectedness.

This session is designed to make your audience connect with each other in a whole new way, energizing your event while also providing practical takeaways around mental wellbeing.

Each workshop is custom built around the specific needs and demographics of your audience. Banayan's tools will empower your group to raise the standard for their mental health, whether it's at home, in school, or at work.

The measure of success for this workshop is not just how the audience feels at the end of the day, but rather how their mental wellbeing is doing a year from now. The tools in this workshop are engineered to help with exactly that.

IF YOUR AUDIENCE IS READY TO TAKE THEIR MENTAL WELLBEING SERIOUSLY—AND DO IT IN A WAY THAT IS BOTH TANGIBLE AND FUN—THEN THIS WORKSHOP IS FOR YOU.

“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.”

—JEFF OBERBILLIG,
VP of Red Hat Field Marketing, IBM



“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 STOLAK,
VP of North America Marketing, Nike

“As a keynote speaker for our employee retention series, Alex Banayan brought a perfect mix of lively stories and practical exercises for some of our most tenured colleagues. Banayan’s keynote was able to strike the rare balance of entertaining, informative, and useful—which is exactly what we needed.”

—COURTNEY LOOMIS,
Director of Employee Events, Salesforce





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

—LAURIE H. ALLRED,
Head of YDCPI, Disney



"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



"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,
Google Play Business Development, Google



"Alex Banayan's keynote was entertaining, informative, and most of all, memorable. Thousands of our team members were in the audience and Banayan's storytelling made it feel like we were all sitting down with him, one on one, as he spoke directly to each of us. It was exactly the kind of engaging keynote we were looking for."

—MIKE MIEDLER,
CEO, Century 21 Real Estate



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

—BRAD SMITH,
CEO, Intuit



"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."

—SEVAN LEIPZIGER,
Senior Head of SAE Entertainment Sales,
Delta Airlines



"The feedback on Alex Banayan's keynote has been terrific. Our team left more energized and more informed. It was the perfect way to close out our event!"

—KEVIN SQUIBB,
Senior Manager of Digital Field Sales,
General Motors



"It was a fantastic keynote! The team is still talking about Alex's presentation and using his take-aways and repeating his quotes left and right. Alex's speech was one of our company's favorites by far, and possibly the best Q&A we've ever seen."

—ELYSHA R. MCMURTRY,
Director of Corporate Affairs,
Monster Energy Drinks



"Banayan captivated the crowd, and then answered questions from the audience with candor and insight. Everyone left the session feeling inspired and even more equipped to succeed. Ten out of ten!"

—RACHEL RICHARDSON,
Head of Curated Stories, Snapchat



"Banayan's keynote was thoughtful, engaging, and dynamic. Banayan represents the energy of unlimited potential."

—ARTURO NUNEZ,
Head of ALAC Marketing, Apple



"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



"We've received so many positive responses from my team after Alex Banayan's keynote! It was the right blend of inspirational and practical—all wrapped up in entertaining and funny stories. From the lessons about success/failure to the 30-Day Challenge, it was an incredible, engaging hour."

—SHANNON RYAN,
President of Content Marketing, Hulu



"Banayan's keynote to our top-performing employees helped us all think differently and showed us the path to exponential success."

—EMILY HEMERKA,
Senior Facilitator of Leadership Training, T-Mobile



"Alex was a hit with the whole team! We had our entire sales and marketing organization present and Alex's keynote generated some incredible feedback from all over the world. His infectious passion and personal stories truly resonated with our teams."

—MATTHEW AUSTIN,
Chief Revenue Officer, Hasbro



"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 events I've planned at Ford, Banayan's was one of the best."

—CHRISTIANA LUMAJ,
Head of Executive Communications, Ford

10

REASONS

Alex Banayan's Keynote is The Best Fit For Your Event

1

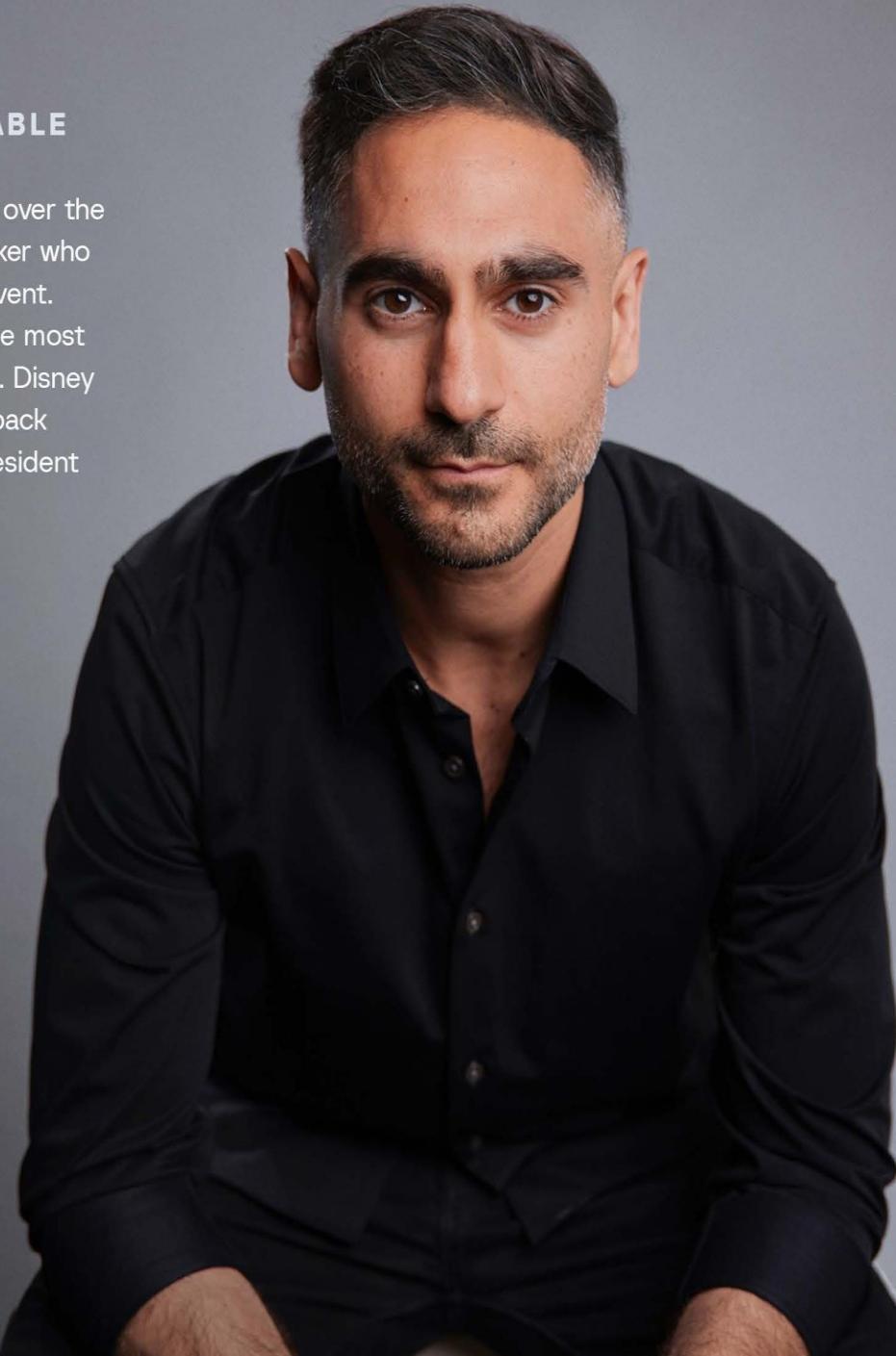
HONED, POLISHED, AND RELIABLE

Having delivered more than 500 keynotes over the past decade, Banayan is a seasoned 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 room of 30 executives or a conference of 3,000 salespeople, Banayan has a way of lighting up the stage and elevating the energy of an event unlike anyone else. Nike said that Banayan's energy was contagious, and IBM said Banayan unleashed their team's energy in a way they've never seen before.





3

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 remembered for years to come.

4

REMARKABLY AUTHENTIC

Stories of fear and rejection remind audience members that they're not alone in life's challenges. Through his humility, Banayan connects deeply with audiences, providing new insights to universal experiences.



5

SEAMLESS AND 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 courtesy 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 will experience a rollercoaster of emotions, 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 heard.



7

INTERACTIVE AND FOCUSED ON 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 committed to making personal connections with every attendee he meets at your event.



8

TIME-TESTED RESEARCH AND PRACTICAL LESSONS

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



9

CUSTOM TAILEDOR TO YOUR THEME

In the pre-event call, Banayan learns as much as he can about your organization, ensuring that every keynote is framed to the intention 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 the keynote clip online and it went viral, with more than seven 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:

- For a 3,000-person, all-hands company meeting, the event host specifically needed a keynote that would 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 seven million views on social media and tens of millions of views on television, becoming the company's biggest press story of the year
- For the months following 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



A black and white photograph of a man with dark hair and a beard, wearing a dark suit and a white shirt. He is looking upwards and to the left with a thoughtful expression. His hands are clasped in front of him. A watch is visible on his left wrist. The background is dark.

Boost
your clarity,
energy, and
growth to an
all-time high.