



Bringing out the best in Business!

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Name

Steve Farber

Topics and Title

Leadership Consultant & Speaker

Background History

Steve Farber - part strategist, part social commentator, part comedian, all energy!

Steve Farber is a Tom Peters Company Fellow and former Vice President and "Official Mouthpiece" of the Tom Peters Company.

Steve focuses on the human element of business - on how to lead yourself, your team, and your company to higher productivity, better profitability, effective teamwork and awesome service, as well as methods to create a culture that attracts, keeps and cultivates extraordinary leadership talent.

As an accomplished executive coach and consultant, Steve has spent 14 years with hundreds of the world's top organizations helping people at every level - from CEO to front-line employees - to create cultures of service, teamwork, transformation, innovation and leadership.

Areas of Expertise

Extreme Leadership.

Those who wear 'leader' as a label without putting themselves wholeheartedly into the act of leading are merely fashion hounds - the posers of the business world. Extreme Leaders, however, strive to transform the ordinary into the exceptional -at work and beyond. And they are, in fact, the only true leaders on the planet.

Steve is a contributor to the anthology, *Leading Authorities on Business:*

Winning Strategies From the Greatest Minds in Business Today, and is the author of the forthcoming book, *The Radical Leap*, and the audio series *Extreme Leadership: In Pursuit of the OS!M* .

Speaking from real-world experience, Steve provides from-the-trenches strategies that result in powerful changes that can spread throughout your organization like wildfire.

The Radical Leap:

Extreme Leadership at Work and Beyond

In this chaotic and extreme age, business leaders must demonstrate an unprecedented level of passion, determination, foresight, dedication and fearlessness. People won't follow empty rhetoric, but they will respond to significant and dramatic action: Extreme Leadership. In *The Radical Leap*, Steve shows you how to use the LEAP framework - Love, Energy, Audacity and Proof - to become an Extreme Leader and radically improve your organization

Leading Radical Service:

The Extreme Leader's Guide to Generating WOW!

Today's customers don't just want to be satisfied; they want to be WOWed. Steve offers four qualities that you as a leader can use to create a customer obsessed business staffed by energetic employees: passion, obsession, creation, and exhilaration. Through provocative business cases, research, and personal experience, Steve will help you to become an Extreme Leader in the cause of radical customer service.

The Vision Paradox:

Creating a Compelling Future

Just when a business vision is the hardest to create, that's when people need it most. How do you build and communicate a picture of tomorrow when you're trying to make it through the chaos and changes of today? Drawing on several documented cases, Steve focuses you on a vision of your piece of your organization. You'll learn practical strategies to build commitment and inspire action in yourself and in others.

Client Comments:

"Your presentation had a profound impact on many people, including me, and will play a role in the thinking and spirit necessary to continue our success for tomorrow."

Jeff Ludrof President and CEO, Erie Insurance Group

"Steve Farber connects...he has a rare ability to inspire people to think about what's really important to them and how to turn that into reality for their lives."

Carl English President, Consumers Energy, Gas SBU

"Steve Farber is a wholly original and singular talent. His voice is unique, his passion is authentic, and his practical knowledge runs deep. Farber is a teacher, a provocateur and an entertainer extraordinaire."

Jim Kouzes

Co-author, *The Leadership Challenge*, *Credibility*, and *Encouraging the Heart*

"Farber is stimulating, funny and most important, effective. You won't just walk away entertained; you'll change the way you lead."

Terry Pearce Author, *Leading Out Loud*; co-author, *Clicks and Mortar*; President, Leadership Communication

"BRAVO! Where do I begin to thank you for your outstanding performance at our recent convention in New York? It was my personal and professional privilege to work with you!

Thank you for making ASA and me look so good."

American Staffing Association

"Farber knows his stuff! His message and delivery are Right On! (and original). I am an unabashed Farber fan!"

Tom Peters, Author; *Management Uber-Guru*; Corporate Curmudgeon