

# Terry Barber's Topics

Outcome Objectives

2010



**Inspiration**<sup>SM</sup>  
Boulevard

# “Pink Eyes”, Everything I know about success, I learned from the women in my life.

- Outcome objectives: The dad to four daughters, the brother to three sisters, a boss to 25 ladies, and a consultant to 103 female clients, Terry shares the 10 lessons of success that he has garnered from his life and work with the most talented women in America.
- Format: Terry uses a lively mix of rich-media, white boarding, and images to engage the audience in this relevant and humorous presentation. Playing off of real relationships and real experiences, everyone will walk away with something they can use in their work and in their family.

# “Bootology”

- Outcome objectives: Everyone has the opportunity to make a living doing what they love... or maybe they just need to start loving what they do. Terry takes his encounter with an enthusiastic shoe-shine man (who referred to himself as a “boot-ologist”) and turns it into a teachable moment for anyone unhappy with their work. Participants will walk away with the four basic principles for becoming a “boot-ologist” in their own world.
- Format: This is a high energy and super entertaining presentation best suited for a large audience.

# What Business Can Learn from Nonprofits

- **Outcome objectives:** Attendees will be able to identify five strategies nonprofits use for raising money that are applicable for building an inspiring brand.
- **Format:** This is a large group presentation leveraging Terry's 15 years as a brand consultant to the nonprofit community. His article on the same subject first appeared in [Forbes](#) in May of 2009 and has been reprinted in literally hundreds of publications around the world. The presentation is high energy, informative, and practical.
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# Creating White Space in Life

- **Outcome objectives:** Your group will be able to identify five signs of a crowded life and five strategies for setting priorities. (Life/Work Balance)
- **Format:** Because of the high edutaining value of this presentation, it makes for the perfect keynote kind of topic to set the stage for all that will follow. It can also be presented in a workshop environment where participants will interact with Terry and use a series of highly effective small group activities that will enhance team building while working towards personal life/work balance.

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# Corporate Parables

- **Outcome objectives:** Participants will be able to come to know the five elements of effective storytelling and be equipped to share their own story for the purpose of inspiring their team(s).
- **Format:** Corporate parables is a half-day seminar that is highly engaging and interactive. This is a coaching and doing session that should be limited to 25 participants. Every team leader should learn to use the element of story to begin a team meeting, to teach difficult to-hear topics, to raise the inspiration factor of the organization. This is NOT a session in public speaking. This is a session in "overhearing" life lessons.

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# Seven Principles for Being a Most Inspiring Company

- **Outcome objectives:** Attendees will hear the results and insights from Terry's 2010 survey on Most Inspiring Companies where over 1700 people participated. Forbes published these findings in May, 2010.
- **Format:** This is a large group presentation where the top 10 Most Inspiring Companies in America are contrasted with companies with more brand recognition but a much lower inspiration factor. The findings are counter-intuitive and clearly reveal what it takes to be an inspiring company in the days to come. Example, respondents had a difficult time discerning whether the top three Most Inspiring Companies were for-profit or not-for-profit.

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# Raising Inspired Kids in an Uninspiring World

- Outcome objectives: Parents will be equipped to utilize the 7 Principles of Inspiration to motivate children from the inside out. These principles have been proven to work for literally thousands of families.
- Format: The material works great for any size group. Ideally there would be some time allotment for breakout groups.

# Inspired Selling

- **Outcome objectives:** Attendees will learn to use,
  - - authenticity to disarm customers
  - affirmation for making the sales approach customer-centric
  - vision to drive high perceived value
  - integrity to create congruency between the sales experience, the brand, the price, and the value
  - story to connect with the heart and soul of the customer
  - evangelism to enlist customer-champions into your mission
- **Format:** Large group or small group works for this material. Breakout material is available to help facilitate ongoing discussion, coaching, and training. This is not your typical ABC (always be closing) kind of sales training. This approach forces the sales consultant to be a listener, to think quick on the feet, and most importantly, to tap right into the dreams and align desires of customers/clients and those dreams and desires with your product/service.