



Call and Speak
with Lewis
Directly at
860.673.7543.

Speaking Titles

Transforming Sales People into Brand Ambassadors:

Customers seldom buy products and services: they buy trust and credibility. They find that trust and credibility in your brand. How do they get introduced to your brand? Most often they perceive your brand image through contact with your sales staff. Lewis shows your sales staff the importance of passion for the brand and why their production and success rate will increase when they put people ahead of products and services.

Putting the Life Back Into Communications and Marketing:

The old ways of communicating to customers and employees are fading into the past with each succeeding generation. Lewis discusses the differences between traditional communications tools and today's social media, and shows why more than ever communicators and marketers must talk with employees and customers, not to them. He shows you how to bridge the gap between old and new and how to integrate media tools to create a dialogue that will engage people.

Consulting With A Passion: If we are not passionate about our ideas and recommendations, how can we expect our clients to accept and employ them? Stop serving your ego and start serving clients. Be passionate about your expertise and experiences and create passionate clients. Clients are not required to listen; we are required to meet their wants and needs with ideas backed by performance history as well as creative ideas that work..

Forget Business as Usual and Lead With Your Heart: Lewis brings the ideas from his newest book to life and shows how to always put people first, how to contribute to making the planet a better place to live and work, and how to serve employees and customers so that sales and profits increase while doing good. Practical advice and case studies back up his ideas.

Lewis Green, Chief Communications Officer & Founder of L&G Business Solutions, a marketing and communications firm, brings three decades of business management experience. L&G Business Solutions represents his third company. Additionally, he held management positions with GTE Discovery Publications, Puget Sound Energy and Starbucks Coffee Company. Lewis's fifth book is entitled *Lead With Your Heart*.

He has been invited to speak to groups large and small, from businesses, to conferences, to professional associations, to rotaries and chambers, to colleges and high schools, to networking groups and to community organizations.

In addition to his business experiences, Lewis is a published author and a former journalist, sports writer and travel writer, and has appeared as a guest on various TV and radio programs. His feature articles have appeared in books, magazines and newspapers throughout North America. Lewis also has served as a book editor with a large publisher, an Executive Editor overseeing four magazines, and a newspaper department editor. Lewis served eight years in the U.S. Air Force, where he received the Air Force Commendation Medal.



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Here's What People are Saying About Lewis

This book hits the mark! Most leadership books speak to a prescribed method you can use to be an effective leader. *Lead With Your Heart* speaks to the importance of putting the person first and the practice second. I fundamentally agree that if people feel happy, cared for, and valued they strive to do their best and everybody wins! That is a leader's #1 responsibility...making sure that people are happy!

*Wendy Collie,
Vice President &
General Manager,
Starbucks Licensed Stores
& SBC Coffee Company*

Lead With Your Heart reads like the nexus point between *Built To Last* and *Pour Your Heart Into It*. *Lead With Your Heart* is a worthwhile read for any businessperson who wants to go beyond changing their world, to changing THE world. Lewis compellingly articulates how passion and purpose propel performance.

*John Moore, author of
Tribal Knowledge*

I first met Lewis when at GTE Discovery Publications we hired him as an Executive Editor overseeing several travel publications, which he took to a new level, bringing one of them to the level of an award-winning publication. I later hired him as a consultant to help Virginia Mason with our Internet marketing. His most recent book, *Lead With Your Heart*, reaches the level of excellence that I would expect from Lewis. The basic principals underlying happiness go to the heart of building a great brand. It is about people first, and profits second. I recommend this book to anyone who works or runs either a business or a non-profit organization.

*Kathleen Paul,
Vice President,
Communications
and Public Policy,
Virginia Mason Medical Center.*

As marketers we are squarely focused on fulfilling wants, needs and desires—with happiness as the driving force. In *Change Leading to Lead With Your Heart*, Green outlays actionable, values-based principles for achieving these objectives across all audiences... be they employees, customers or shareholders.

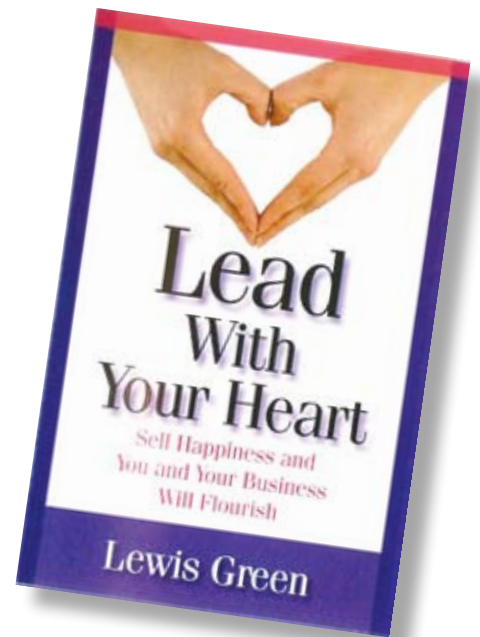
*Christina Kerley ("CK"), Founder,
CKEpiPhany,
a marketing consultancy*

There are myriad books on leadership and change in the work place. Bookstore shelves are full of them, and many are brilliant. But *Lead With Your Heart* does something most of them do not. It breaks down the topic of leadership to its very core. That is, identifying happiness in your employees and building a business that value—and emphasizes—what's in your heart. To many business people, that may sound too warm and fuzzy to be taken seriously. But through specific examples from his own personal experience, Lewis Green shows us the road to success is far more than detailed business plans and well-calculated strategies. It is a path that first must be paved with soul.

*Mike Sprouse,
Associate Director, Communications,
Virginia Mason Medical Center*

I have known Lewis Green many years and have long enjoyed and admired his wisdom, his clarity and his amazing moral compass. Lewis not only believes passionately in the principles of Happiness, he has used them to his own success and the success of the companies lucky enough to have had his service. Use them and you'll not only increase your own happiness, you'll create a better working community—and maybe, in your own small way, a better planet.

Rick Paul, Editor, REI



Lead With Your Heart is a refreshing departure from the current business "how-to" books – there are no war fighting analogies or references to the dog-eat-dog world of marketing and sales. Lewis Green's approach to business success is strikingly simple—"doing right" leads to "doing well." He leads the reader in developing a corporate strategy and brand identity that emphasizes customer and employee satisfaction, and combines that with a sense of social responsibility to achieve extraordinary results. Green's work is filled with examples of Fortune 1000 companies that achieved success by focusing on all the dimensions that lead to customer satisfaction. Lewis Green provides practical advice along with these examples to help companies—both large and small—fully leverage their unique capabilities to create higher brand awareness and achieve sales growth.

*Fred Wergeles, President,
Fred Wergeles & Associates LLC*

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