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Keynote Talking Points

- So often we think of a career in a given industry as the ending point. We want to get a certain job for a certain reason – title, status, money, respect, etc. If we go through X amount of schooling, jump through X amount of hoops, get X amount of clients, then we will arrive at the profession / position we want and therefore be happy. What if we flipped that mindset? What if acquiring that position or desired career wasn't the end, but just the beginning?
- In "Work That Matters," Jeff uses his own personal story of leveraging his Vegas show platform to create more meaning in his work and life than he could ever have imagined starting off on his career journey. The programs that evolved from Jeff's Vegas show platform were not revenue-driven, but indirectly have added a great deal of business and value to his brand in a virtuous circle.
- Through a series of strategic "pivots," Jeff was able to flip hardships into assets, and secure a contract as a relatively unknown entertainer at the time with Caesars Entertainment for his own headline show at The Flamingo Hotel & Casino. Jeff's story of fighting through the cutthroat politics of the entertainment industry in Las Vegas is eye opening, humorous, and powerful.
- Jeff challenges his audiences to view a successful profession in whatever their field might be as the beginning and not the end. What could your attendees accomplish if they re-imagined their professional career as an opportunity to do as Jeff calls it, "work that matters?"

Takeaways:

- Jeff is the perfect blend of entertainer and speaker. His signature talk "Work That Matters" is a perfect way to start or end a meeting, conference, or any opportunity where you want your attendees both thoroughly entertained and inspired.
- You can't always bring your attendees to Vegas, but you can always bring Vegas (Jeff!) to your attendees. Don't forget that by hiring Jeff you are not only getting an inspiration speaker, but also a true Vegas headliner that will bring a level of credibility to your event entertainment.
- Jeff will enable a renewed sense of passion and purpose in attendees' work and lives. Attendees will walk away more engaged with what they do, and why they do it. Jeff is the perfect presenter for companies who look beyond numbers to the importance of caring for the "the whole person."