

Take your next conference to the *X*TREME

***"FORTINO GETS
STANDING
OVATIONS!"***

*Michael Fortino is one of
the most sought after keynote
speakers in the country.*

*For dates and availability
call 1-800-FORTINO.*



**MEET THE MAN
WHO INVENTED**

X-TREME SPEAKING



X-TREME CREDENTIALS

Featured on... the front page of the Wall Street Journal, USA Today, and the New York Times
Quoted in... TIME, Newsweek, Business Week, Nation's Business
Appeared on... Good Morning America, The Today Show, and The Tonight Show with Jay Leno
Author of... *E-Mergency: Time Trends, and Tomorrow's Changing World*
Trained in... Half of this nation's Fortune 500 Companies
Spoken before... 1,100 organizations, in 17 Countries, and before audiences as large as 14,000
Host of... The Leadership Series interviewing George Bush, Bill Clinton, Colin Powell
Receives... a standing ovation at almost every presentation

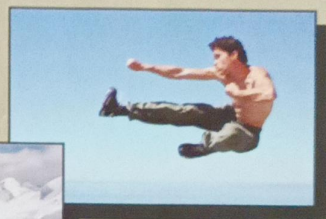
Michael Fortino

The master of X-TREME and one of the most sought-after keynote speakers in the country

THE TOP TWENTY X-TREME EXPERIENCES

(Fortino has done all but three... Can you guess which three)

- Kayak with the baby whales in Prince William Sound
- Hot air balloon over the Serengeti at dusk
- Find your passion and write a book about it
- Barter personal artifacts at the floating market in Bangkok
- Dive the Barrier Reef with the great whites
- Shoot the rapids down the Fetelufe Gorge in Chile
- Base jump off of a cliff 10,000 feet above the village of Chamonix
- Ski ahead of a man-made avalanche
- Play the original 11 holes of golf at St. Andrews
- Cry at a heart-wrenching love scene
- Motorcycle the farthest points North, South, East, and West of North America
- Land a part in a major motion picture or a commercial
- Navigate the high seas by the stars only
- Master a martial art
- Ice dive beneath the Arctic Shelf
- Run with the bulls in Pamplona
- Have dinner at the Whitehouse
- Learn to fly
- Deliver a baby
- Run a marathon



TAKE YOUR KEYNOTE TO THE **X**TREME

X-TREME LEADERSHIP

LEADERSHIP EXCELLENCE, STRATEGIC THINKING, MISSION, VISION, ETHICS, & EMPOWERMENT

Areas of address will include Transitioning from Management to Leadership, Appreciation Leadership, Moving from Good to Great, Strategic Thinking, Mission, Vision, Ethics, Values, Influence, Drive, Mobilization, and Leadership Techniques.

X-TREME SERVICE

WORLD CLASS GUEST RELATIONS, CUSTOMER SERVICE, PROFESSIONAL PROTOCOL, AND CREATING "WOW"

Areas of address will include Outrageous Service Suggestions, White Glove Protocol, World Class Guest Relations, Five Star Service Programs, The Top Ten Reasons that People Return, and Exceeding Expectations.

X-TREME TEAMS

TEAM BUILDING, TEAM DYNAMICS, TEAM RELATIONS, AND CREATING HIGH-PERFORMANCE TEAMS

Areas of address will include High-Performance Teams, Team Dynamics, Departmental Cross-Functionality, Teams of Tomorrow, Team Goals, Team Incentives, and Award Winning Team Building Programs such as STAR, START, PRAISE, TRUST, and WIN.

X-TREME COMMUNICATIONS

POISE, PROJECTION, PRESENTATION SKILLS, EXECUTIVE COMMUNICATIONS, AND EFFECTIVE LISTENING

Areas of address will include Professional Presentation Skills, Projection, Poise, Presence, Inflection, Articulation, Executive Communications, One-way and Two-way, Praise, Discipline, Direct Responses, and Effective Listening.

X-TREME BALANCE

LIFESTYLE MANAGEMENT, ORGANIZATIONAL EFFECTIVENESS, PRIORITIZATION, STRESS REDUCTION, & AVOIDING BURNOUT

Areas of address will include Stress Reduction, Work/Life Balance, Organizational Effectiveness, Health, Family, Crisis Management, Goal Setting, Positive Mental Attitudes, Avoiding Burnout, and Enhancing Lifestyle.

X-TREME DIVERSITY

MANY FACES OF DIVERSITY, GENERATIONAL DIFFERENCES, BLENDING CULTURES, AND MINIMIZING CONFLICT

Areas of address will include Understanding the Many Faces of Diversity, Defining Differences in Work Styles, Bridging the Generation Gap, Cross-Cultural Communications, Minimizing Conflict, and Creating Synergy.

X-TREME ACCOUNTABILITY

EFFECTIVENESS, PLANNING, PRIORITIZATION, SCHEDULING, WASTE REDUCTION, AND STREAMLINING

Areas of address will include Organizational Tools, Effectiveness Training, Planning, Prioritization, Scheduling, Elimination of Redundancy, Cost Containment, Streamlining, Process Improvement, and Holding People Accountable.

X-TREME CHANGE

TRENDS, TECHNOLOGIES, CHANGE PREPAREDNESS, INNOVATION, AND CREATIVITY

Areas of address will include Trends and Technologies, Innovation, Inspiring Creativity, High-Tech / High-Touch Client Relations, Robotics, Telemetry, Data Mining, e-Learning, Digitization, Real-time Access, and Preparing for Change.

X-TREME MARKETING

BRAND DEVELOPMENT, NICHE' MARKETING, BUILDING ALLIANCES, STRATEGY, AND REFERRAL DEVELOPMENT

Areas of address will include Strategic Marketing, Expanding Market Share, Community Outreach, Branding, Networking, Creative Promotions, Creating the Buzz, and Referral Development Programs that Work.

X-TREME INSPIRATION

INSPIRATION AND APPRECIATION, MOTIVATING EMPLOYEES, COACHING, MENTORING, REWARDS, AND RECOGNITION

Areas of address will include Motivating the Team, Creating Stakeholders, Inspiring Coworkers, Coaching Techniques, Building Trust, Creative Incentives, and Powerful Reward and Recognition Programs.

X-TREME SELLING

INVESTIGATIVE SELLING, EMPATHIC SELLING, HOT BUTTON SELLING, FIELDING OBJECTIONS AND GETTING TO YES

Areas of address will include Effective Questioning, Empathic Approaches, Handling Objections, Listening for Hot Buttons, Closing Techniques, Up-Selling, Cross-Selling, Asking for the Order, Negotiation, and Getting to YES.



WHAT THEY ARE SAYING ABOUT

X TREME

"Michael Fortino is the 'Michael Jordan' of Keynote Speaking"
—*Tomorrow's Business*

"The minute man who never misses a beat"
—*Peter Jennings, ABC World News*

"This speech was like riding a rollercoaster!"
—*Jason Lieberman, Executive Director, AMRC*

"Fortino is the expert of organization"
—*Charles Osgood, CBS Evening News*

"Americans like Michael Fortino are a role model for future generations"
—*President George Bush*

"Challenging us to 'Raise the Bar' would be an understatement – this guy was great!"
—*Greg Friedman, Friedman Industries*

"Having us break a karate board was one of the coolest things I've ever seen at a conference!"
—*William Droughsnick, Software Engineer, Emerson Technologies*

"Fortino was a smashing success, nothing but positive comments!"
—*Constance Bennette, Meeting Planners International*

"Your presentation was one of the most meaningful and rewarding"
—*W.C. Sprye, Million Dollar Round Table*

"When I heard his stuff, I almost fell off of my chair"
—*Jay Leno, The Tonight Show*

"Wow, someone should attempt to bottle Michael Fortino's energy"
—*Opray Winfrey*

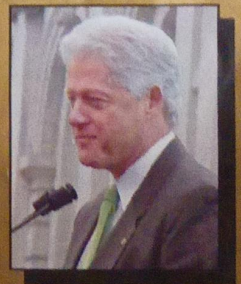
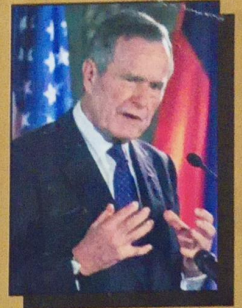
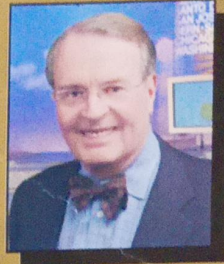
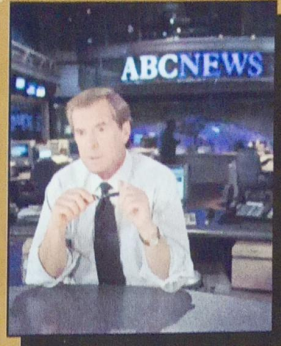
"I kept reaching for my seatbelt during his presentation!!!"
—*Elizabeth Marsh, Meeting Planner, The Marsh Group*

"Great communicators like Fortino are able to captivate the heart while they educate the mind"
—*President Bill Clinton*

"This guy is a laugh a minute" —*Video Weekly*

"I have never seen a speaker get three standing ovations!"
—*Ellen Littleton, Orientation Leader, Purdue University*

"Fortino, you promised attendees challenge, interaction, and excitement and you delivered!"
—*Susan Safarti ASAE*



THE FORTINO GROUP, INC.

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