

# NEW INFORMATION

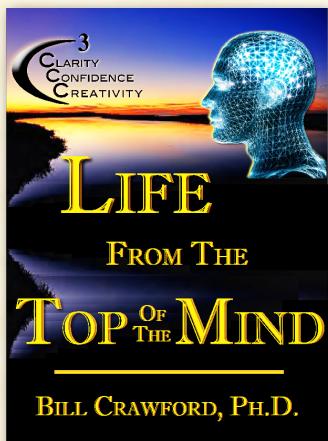
on the Science  
of Bringing One's Best to Life, *REGARDLESS OF THE SITUATION!*

Psychologist, Dr. Bill Crawford (Ph.D.), knows that your colleagues are eager to find new ways to access the clarity, confidence, & creativity so necessary for success in today's world.

As the author of the book, "Life from the Top of the Mind," and host of two nationally televised PBS specials, Dr. Crawford uses the latest cutting-edge neurosciene to explain why most of today's advice about how to be successful (deal with stress, communicate effectively with others, etc.) is incomplete. He then uses humor, common language, and common sense to go beyond simple motivation, and teach participants how to access the best in themselves and others...

***regardless of the situation!***

Participants will learn new information about the problem and the solution:



- How we become trapped in a reactive cycle by old habits and misinformation.
- How to break that cycle by avoiding certain parts of the brain while accessing others.
- Four "magic questions" that will allow you to shift to the "Top of the Mind" and access your clarity, confidence, and creativity in any situation!



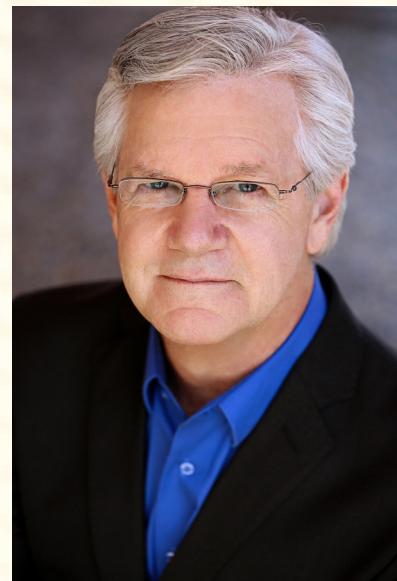
Contact Dr. Bill at 1-888-530-8550 or [drbill@billcphd.com](mailto:drbill@billcphd.com)



Footage from Dr. Crawford's 2nd PBS Special!

As a Ph.D. psychologist and author of eight books, Dr. Crawford brings a high level of expertise to his topics. What makes him so effective as a speaker, however, is the way he translates this information into common language & presents it with such energy & humor. In fact, our members keep telling us that he reminds them of Steve Martin! This is why we have invited him to speak at three of our national conventions, & numerous state conventions & leadership conferences. Audrey Harris, Executive Director, Member Relations, American Hospital Association

In addition to being named Speaker for Vistage International and TEC Canada, Dr. Crawford holds a masters degree and PhD in Psychology from the University of Houston. He is also a licensed psychologist, author of eight books, organizational consultant, and executive coach. Over the last 40+ years, he has created over 5,000 presentations for such organizations as T-Mobile, Shell, The American Medical Association, PBS, and many other organizations and professional associations, both nationally and internationally. In addition, his two PBS specials on stress and communication have been seen by over 15 million people, and he has been quoted as an expert in such diverse publications as The New York Times, Entrepreneur, Working Mother, as The New York Times, Entrepreneur, Working Mother, The Chicago Tribune, Investor's Business Daily, The Dallas Morning News, and Cosmopolitan, just to name a few.



## **“INTEGRITY-BASED PRICING”**

In order to share his philosophy on the neuroscience of clarity, confidence, and creativity with as many organizations as possible, Dr. Crawford has developed a policy with respect to his fees that he calls “Integrity-Based Pricing.” Put simply, this means he always believes that he is working with people of integrity who probably have a pretty good idea of what they can spend to bring someone of his caliber in to speak.

Therefore, if you will just agree to pay him the maximum that your budget will allow, he will agree to present to your organization for that amount. Contact him now to reserve your date!

**Contact Dr. Bill at 1-832-722-6147 or [drbill@billcrawfordphd.com](mailto:drbill@billcrawfordphd.com)**



*“Dr. Bill Crawford was our Keynote Speaker at the 6th Annual Anti-Money Laundering & Compliance Conference in Grand Cayman. The conference is the largest of its type in the Caribbean, & is attended by top-level management, both locally & internationally. Dr. Crawford was able to tie his expertise to what was important to our delegates, & it was a brilliant way to start the conference! He captivated everyone with his informative, entertaining, & above all, relevant presentation as you can see by the participants comments below:*

*“Excellent - wish I had heard him before now”*

*“Great presentation – very interesting!”*

*“A lively and practical presentation”*

*“Informative and entertaining”*



*While having a psychologist keynote a conference on compliance is not the norm, Dr. Crawford’s presentation was so well crafted, & presented in such an engaging manner that he turned out to be the perfect speaker to kick off our event. – Karen O’Brien CEO, GCS Grand Cayman, Cayman Islands*

# Dr Crawford's National Press

## Articles In Which Dr. Crawford Was Quoted as an Expert





# Popular Programs

**“Dr. Crawford’s cutting-edge material & engaging presentation style will make your event *come alive!*”**

**- Phil Morabito, CEO  
Pierpont Communications**

**Contact Dr. Bill at [drbill@billcrawfordphd.com](mailto:drbill@billcrawfordphd.com)**

## **Clarity, Confidence, & Creativity: New Information on the Science of Dealing with Stress, People, & Life!**

Everyone has heard the statistics . . . 75% of professionals describe their lives as “very stressful” & with the extra demands on our time, chances are, it’s just going to get worse! Plus, even though everyone is experiencing more stress than ever, they are also tired of traditional “stress management.” Dr. Crawford addresses this problem by first explaining why this level of stress and frustration is so prevalent, and why so much of the advice about how to deal with these problems will never work! Then, using a conversational style that is free of psychobabble, he presents a comprehensive system for dealing with stress and accessing the clarity, confidence, and creativity by accessing a specific part of the brain.

## **New Information on The Neuroscience of Communication and Influence**

Ever tried to communicate important information to someone, only to have them become defensive, or argumentative? This can be a big problem, because often, the conversations turns into a debate around “who’s right,” with them defending the very behavior or position you want them to change! In this presentation Dr. Crawford goes way beyond “good communication skills” by showing participants what is really happening when others are being resistant, and why trying to calm them down or give them data doesn’t work! Finally, he will show you how to motivate others to not only hear what you are saying as valuable information, but also take more responsibility for acting on your suggestions.

## **Leadership From the “Top of the Mind”**

The challenge for leaders is that their job requires them to deal with high-level problems and predict the future while consistently bringing out the best in others. In order to meet all of these expectations, today’s leaders must be able to access their knowledge and interpersonal skills (and inspire others to do the same) regardless of the situation. In this interactive presentation, Dr. Crawford combines aspects of the presentations described above to give leaders *new information* on how to access one’s best and influence others. Leaders from around the nation have said: ***“Finally, someone has delivered new tools and a new perspective based not just on soft skills, but hard science that we can use immediately!”***

## **Other Topics Dr. Crawford Can Address Using His Unique System:**

- New Information on the Neuroscience of Emotional Intelligence***
- The Compass Personality System***
- All Stressed Up & Nowhere To Go!***
- Feedback Skills for Supervisors***
- New Information on the Neuroscience of Personal Accountability***
- How To Get People To Buy In To Your Culture***