



Brent Filson
The Filson Leadership Group, Inc.

“more results, faster results (continually)”

For scheduling, call JOEL STRASSER at 845-357-5946 or write pr@actionleadership.com
For an instant interview, call 413-458-4403

Dear Colleague:

I've been in public relations for decades and it's clear to me that what this political campaign needs from on-air coverage is a fresh voice – and a fresh vision -- somebody who can critique the candidates and how they communicate the issues in a way that few of today's pundits do. I'm offering an experienced leadership expert to give such a voice and vision to your coverage. He's Brent Filson, and there are few commentators like him.

Most commentators talk about the campaign in terms of political ideas and strategies; but Brent Filson doesn't favor the left or the right. He talks about the campaign in terms of a candidate's leadership communication skills, or lack thereof.

In his interviews, he'll explain:

- Why most of the candidates don't get it -- how most flunk what Brent calls “Leadership Communication 101” because they simply don't have a clue how to make a results-oriented leadership talk.
- That, while everybody knows the critical importance of speaking from the heart to emotionally connect with the American public, few candidates actually do it. Filson will describe what they're doing wrong and how they can do it right.
- How the candidates muddle around in the lowest levels of “Visual Persuasion” and don't take advantage of powerful, simple methodologies at the highest levels.
- The 5 Sins of Leadership Communication practiced by clueless candidates, plus a lot more.

Brent Filson was a platoon leader in the Marine Corps. He is the author of 23 books which have been featured in more than 200 magazines and newspapers, and numerous radio and TV shows, and founder and president of The Filson Leadership Group, Inc. For 19 years, he has helped thousands of leaders in major companies worldwide boost their leadership effectiveness, developed motivational leadership strategies, and created and implemented leadership educational and training programs. He has lectured or spoken at Columbia University, MIT, Boston College, Wake Forest University, Williams College, Villanova and more. His latest book is “The Leadership Talk: Motivating People to Get More Results, Faster Results (Continually).”

Brent can appear by remote phone pickup, local studio remote or live appearance (with adequate notice and arrangements).

If you would like Brent's speaker's package, or want to book Brent for an appearance on your program, please call Joel Strasser at 845-357-5946, or make an e-mail request to: pr@actionleadership.com

Regards,

Joel Strasser