

**Brent Filson**  
**The Filson Leadership Group, Inc.**

*“more results, faster results (continually)”*

Testimonials

“The term ‘leadership’ means different things to different people. Brent’s approach to Action Leadership is very specific and can be a powerful tool to obtain specific results. I have applied his tools and techniques in multiple companies and on multiple continents and found universal results. In my latest assignment I applied his principles to help improve operating margin by over 30 margin points.”  
— Paul Conroy, Business General Manager - Honeywell Europe

“In a 360-degree process that I went through three years ago my peers recommended that I get out in front of audiences more often. They suggested to me that I had good ideas but I needed to share them. I worked through Brent’s methodology and it changed my approach completely. What he teaches is simple yet profound in its implications. We need to motivate people to choose to be our cause leaders, not have people simply do things. Instead of telling people what you know and want them to do, we need to understand their motivation, tap their emotion, and enlist them as cause leaders to share a dream. I keep Brent’s card in my wallet to remind me of the steps in the process. Every Leadership Talk that I give follows this process. I recently used this process to enlist the support in a campaign for corporate giving. As a result we increased the employee participation and realized an increase in the giving rate per employee by 10%. His approach had a positive impact on the results.

—David Goodnight, Vice President, Asia/Pacific & Latin America, Lexmark International

“The interesting thing about Brent Filson’s leadership methodologies is that they recast the way you think about things; and on a deep and powerful and gentle way, they change the way you do your job.”

— Laura Arling, General Director of New Business, John Hancock

“Brent Filson is one of the most talented communicators in the world. If you want to learn to motivate two, two hundred or two thousand people to take action for results, his lectures and seminars are a must!”

—Joseph Mancuso, CEO of the Center for Entrepreneurial Management.

“In my work with many cultures in many countries all over the world during the past two decades, I have encountered myriads of leaders and leadership programs — but Brent’s methodologies are really special. He not only focuses on having leaders consistently get actual results (not just talk about getting results); but his methodologies have people become engaged in profoundly human ways. Furthermore, he makes leadership and getting results a true joy!”

-- Dr. Jeanne-Marie Col, Dept of Economic & Social Affairs, the United Nations.

“Brent Filson doesn’t just teach you how to lead. He inspires you to do it!” —Duncan Maxwell Anderson, Senior Editor, Success Magazine.

“Brent Filson’s ‘Three Trigger Motivational Process’ makes the Leadership Talk all the more concrete. I keep and refer to the wallet card frequently to keep me on course. His two-day intensive is a winner!”

—Mark Goldman, Office of Career Development and Employee Work Life, NASA Goddard Space Flight Center

“I’ve been using Brent Filson’s methodologies for more than seven years. And they get results! They not only get results on a tactical level but a strategic level too.”

— Richard Brown, President & Global General Manager, Fortune 100 Company.

“Brent Filson’s leadership methodologies continue to be foremost in helping me get far more results at our power generating organization-- and get those results in the best possible ways, by establishing an environment by which people at all levels are continually motivated to do their best.”

—Ashton Harrilal, Supervisor, Powergen, Trinidad, West Indies.

“You’ve done a great job working with our executives during our sales, marketing, technology and manufacturing meetings, Brent. In getting to the heart of the objectives and needs of every one of our divisions, you’ve helped our executives become much better communicators and leaders and helped the businesses get more results.”

—Helen Casey, General Electric Meeting Planner

“Brent Filson’s expertise in communication, writing, speaking and coaching has been of tremendous benefit to me during our sales meetings.”

— Ray Shepard, former CEO of Houghton Mifflin School Division.

“Your books are excellent! You offer all sorts of intriguing ideas which I have not seen in any other books on the subject. Bravo!”

— Richard Jacobs, Vice President of Executive Communications, The Prudential Insurance Company of America

“One of the key components of Brent’s methodologies is their tremendous value in driving monumental change through the leadership of others in the matrix supporting your cause. The actions of developing cause leaders has allowed ordinary teams in my organization to achieve extraordinary results.”

—Robert Cancalosi, Global General Manager, General Electric Medical

“Brent Filson knows how to help others get results! His programs are proven in a variety of settings including industry, government, non-profit and the military proving that the way he practices and coaches leadership can work for any organization willing to invest the time and energy necessary to influence their people to produce at their highest productivity levels.”

—Joe Javorski, Director, Worldwide Staffing, Analog Devices