

THE HIDDEN PATH TO GREATNESS

THE FASTEST WAY TO
BECOME WORLD-CLASS
IN YOUR FIELD

This keynote offers a distillation of the most important lessons from Dr. Friedman's national bestselling book, *DECODING GREATNESS*.

You'll learn why the conventional wisdom about where greatness comes from is wrong and discover the secret strategy that's vaulted business titans and creative geniuses—from Bill Gates and Howard Schultz to Lin-Manuel Miranda and JK Rowling—to the top of their profession.

Using eye-opening examples of top performers and groundbreaking research on skill acquisition and creative genius...

YOU WILL LEARN:

- Why everything we've been taught about greatness is wrong.
- The truth about how greatness is really achieved.
- How to spot hidden patterns inside successful works, products, and ideas.
- How to use those insights to develop game-changing ideas that are uniquely your own.

By the end of this talk, you'll have a new framework for learning from the best in the world and the ultimate formula for creative breakthroughs.

PRAISE FOR DR. FRIEDMAN'S KEYNOTES

"I was blown away by the quality. Dr. Friedman was very prepared, natural, and engaging. I've already heard discussion around our building about bringing him back for a workshop or another speaking engagement."

-MassMutual

"Dr. Friedman is the single best speaker we've ever had at an annual event. For context: we have a tough audience—smart, analytical and busy. Ron kept nearly 1,000 executives engaged and entertained every minute of the way. More than that, his insights have already sparked a wave of transformations throughout companies in our area. Months later, I'm still receiving compliments about our event. I could not recommend him more highly."

-Zach Brandon, Greater Madison Chamber of Commerce

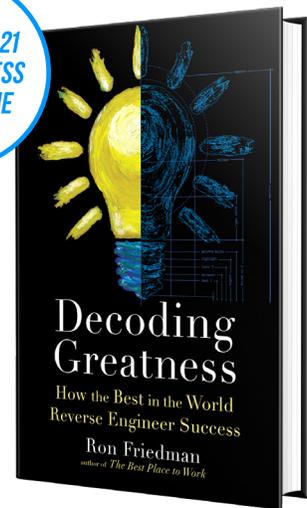
"You were the perfect keynote. The audience was ecstatic, and evaluations are top-notch. Our problem will be how to meet the exalted expectations next time."

-Luann Heinin, National Business Group on Health

"Ron Friedman spoke at our Great Places to Work breakfast, and many people later told me that he was the highlight of the event for them. He offered clear, concise advice on how to make a workplace better, and many of the event's attendees said they were going back to the office with ideas they wanted to implement."

-Sherri Dalphonse, Washingtonian

AN
AMAZON 2021
BEST BUSINESS
BOOK OF THE
YEAR



AVAILABLE AS A KEYNOTE OR
HALF-DAY TRAINING WORKSHOP

ABOUT THE AUTHOR



Ron Friedman, Ph.D., is an award-winning social psychologist who specializes in human motivation.

He has served on the faculty of the University of Rochester, Nazareth College, and Hobart and William Smith Colleges, and has consulted for Fortune 500 companies, political leaders, and the world's leading nonprofits.

Popular accounts of his research have appeared on NPR and in major newspapers, including The New York Times, Washington Post, Boston Globe, the Globe and Mail, The Guardian, as well as magazines such as Men's Health, Shape, and Allure.

He is a frequent contributor to Harvard Business Review, CNN, Forbes, Fast Company, and Psychology Today.

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