



Core Coaching

Getting to the Heart of the Matter

The Authentic Leader Series – Brian Whetten, Ph.D.

Yes Yes Hell No! How Authentic Leaders Reliably Reach Audacious Goals

Leaders reach higher. It's what we do. Yet with all that's going on, it often feels hard just to keep up. The problem is that we live in an exponential economy, where the pace of change keeps increasing. Yet our brains evolved to think in linear ways. And when the brain gets overloaded, it creates feelings of stress, overwhelm, anxiety and fear. To thrive in an exponential world, leaders need more powerful tools – ones that go beyond the linear limits of the conscious mind.

Drawing on the lessons from his best-selling book, *Yes Yes Hell No! The Little Book for Making Big Decisions*, Dr. Whetten teaches leaders the next generation of tools for decision making; how to set and reach audacious goals; and how to transform their experience of stress and fear.

Too Stressed For Success: How Authentic Leaders Get The Most From Their Teams

In business, stress has become synonymous with success. And up to a point, this can be true. But beyond that point, stress makes us stupid, because stress is a polite name for fear. Biologically, it's a fight or flight reaction, which pulls the blood from the brain into the body. It's why smart people make dumb decisions. United Airlines with customers, VW with emissions, and Wells Fargo with fake accounts – these are examples of what happens when we become too stressed for success. But if you can't just push people harder, how do you get the most from your teams?

In this provocative and inspiring speech, Dr. Whetten teaches leaders what overstress is and how to release it; the real reason why people go into overstress; how to identify and address the patterns of overstress; and how to reliably get the most from your teams.

Selling By Giving: How Authentic Leaders Enroll Clients And Inspire Change

Whether it's with customers, employees, your board or the street – great leaders are great at selling. But in today's hyper connected world, the old ways of selling no longer work. So how can you sell without selling? How can you enroll clients and investors, in authentic and effective ways? How can you create deep buy-in for the changes that need to be made?

Drawing on his work training thousands of leaders, change agents and sales people, Dr. Whetten teaches the secret for inspiring others to change; the real reason why selling often fails; how to master the new art of selling; a better way to overcome objections; and how to close the deal.

As Seen On



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Difficult Conversations: How To Talk When The Stakes Are High

Business is a rational game played by emotional beings. Because of this, particularly when the stakes start getting high, bringing up a conflict can feel like walking into a minefield. Either you avoid the conversation, or you strap on your armor and wade into the fray.

It doesn't have to be this way. Difficult conversations are a skill that anyone can master, with the right tools and training.

In this uplifting and transformational speech, Dr. Whetten shares the real reason why high stakes conversations can feel so difficult, how to create safety in any conversation, the three essential tools for defusing emotional landmines, and how to use conflicts as opportunities to create even more trustworthy teams.

Speaker Feedback

"This speech didn't just inspire me or give me new ideas. It forever changed my perspective on what it means to be a great leader." – Tomas N., CEO

"On a scale of 1-10, this speech was a 20." – Jack Canfield, Best Selling Author and Speaker

"Brian Whetten is by far the best that I've ever seen in the area of selling. I've never been impacted, especially in the realm of sales, by a speech in this way." – Sean S., President

"Wow. Amazing. I couldn't write fast enough." – Lisa Nichols, Best Selling Author and Speaker

Client Feedback

"After investing millions on training programs for our teams, we thought we knew how to train leaders. But from the very first week of our work together, Dr. Whetten took our leadership development programs to an entirely new level." – Michael R., CEO

"I'm in awe, reflecting back over the past months of working with Brian." – Clint B., CEO

"Brian has a unique ability to step into almost anyone's shoes and experience life from their perspective. I feel that he understands where I am at, and where I am going, sometimes better than I do myself." – Rose G., President

"Without the work I did with Brian, our company probably would have gone bankrupt. Instead, we're thriving, I can't believe how much I've grown as a leader and I'm loving my life." – Jennifer T., CEO



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Speaker Bio – Brian Whetten, Ph.D.



By the age of 30, Brian had earned a Berkeley Ph.D. in computer science, raised \$20 million for two Silicon Valley startups, become an internationally known academic and speaker, been part of a \$400 million IPO, repeatedly made and lost millions – and burned out twice. After an emotional and spiritual crisis, he left his career for six years of full time personal growth work, including a M.A. in Spiritual Psychology from the University of Santa Monica.

Brian is the author of the #1 International Amazon Best Seller, *Yes Yes Hell No! The Little Book for Making Big Decisions*, and he writes a regular column for the Huffington Post. With diverse appearances ranging from NBC to MIT, he is considered one of the foremost experts in the fields of conscious business and authentic leadership.

Dr. Whetten has worked with leaders from dozens of the world's top companies, including Disney, Barclays Capital, Novo Nordisk, Invacare, KPN and SAP; and he has coached thousands of coaches, counselors, healers and transformational leaders.

That said, what *really* excites Brian is his family. He lives in Los Angeles with his wife Nicole, where they spend much of their time wondering how their two daughters can be so cute.

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#1 Amazon Best Seller in 7 Countries

“One of the most simple and powerful technologies I’ve ever seen for making big decisions in life, from one of the great coaches and leaders in the field.” – Jack Canfield, 500 Million Copy Best Selling Author

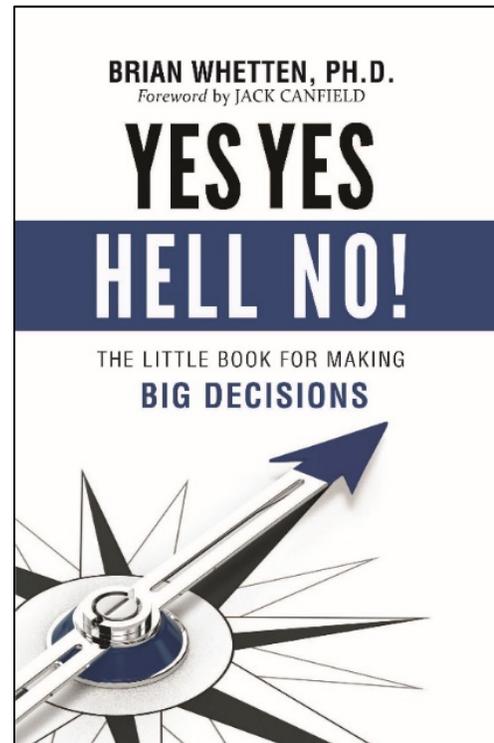
“Cuts like a diamond.” – Steve Chandler, Best Selling Author of 30 Books, including 100 Ways to Motivate Yourself

“Brian Whetten demystifies the hidden process of effective decision making in this straight talking new book. It’s indispensable.” – Barnet Bain, Producer of What Dreams May Come

“This may be the most impactful book you’ll ever read.” – Steve D’Annunzio, Author of The Prosperity Paradigm

“A simple, powerful tool that gets into your bones, immediately affecting all of your decisions.” – Brennan Smith, Author of The Art of Inspired Action

“A brilliant road map for achieving success and fulfillment in life and business.” – David Steele, Best Selling Author and Founder of the Relationship Coaching Institute



Amazon Reviews

“I have never in my life been surprised by a book like this. It came out of nowhere (a side suggestion by one of my business colleagues) and I cannot put it down.” – Samir Selmanovic

“Hell YES! As a veteran of top-notch self-help/personal growth programs, I thought I’d pretty much seen it all, but WOW! I was delighted to read Brian Whetten’s fresh, effective, humorous approach.” – Heather

“Best Book I Read in All of 2015! Started reading it as soon as it arrived and could not put it down, as each chapter flowed perfectly into the next.” – Colleen Ladwig

“After (40) years in personal growth, this is the BEST BOOK that DISTILLS it ALL down!!” – Bart

“It’s quite rare for a book to be so inspiring and so actionable at the same time! If you decide to take the red pill and put what you read into action then this book can transform your life.” – Bill Valandreas

“I had a hard time putting it down and probably irritated my family over the holidays.” – A. Paz

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