

Qubein shares proven  
strategies to give you  
and your company  
**THE WINNING EDGE**

# UNIVERSITY PRESIDENT AND BUSINESS LEADER NIDO QUBEIN, CSP, CPAE

## PARTIAL CLIENT LIST:

AT&T  
Aetna  
American Airlines  
American Cancer Society  
American Furniture Manufacturers  
American Pharmaceutical Association  
American Greetings  
American Payroll Association  
Amoco  
Arby's  
BB&T  
Bama Foods  
Banc One  
Bassett Furniture  
BellSouth  
Best Western Hotels  
Blue Cross & Blue Shield  
Boeing  
Borden Dairy  
California Beer Wholesalers  
CNN  
CoBank  
Coldwell Banker  
Con Edison of New York  
Cox Broadcasting  
Credit Union National Association  
Data General Corporation  
Diamond Shamrock Corporation  
Dollar Rent A Car  
Domino's Pizza  
Electronic Industries Association  
Euronet  
Family Fare Convenience Stores  
Fifth Third Bank  
FTD  
Food Marketing Institute  
General Electric  
Georgia Pacific  
Golden Corral  
Hatteras Yachts  
Hilton Hotels  
H&R Block  
INA USA Corporation  
INC Magazine  
Institute of Internal Auditors  
Int'l. Foodservice Manufacturers  
Int'l. Management Council  
Jacobs Engineering  
JC Penney  
Krispy Kreme  
LabCorp of America  
La-Z-Boy  
Life Insurance Underwriters  
Lowe's Companies  
Milliken & Company  
Minnesota Health Care Facilities  
Mobile  
Morgan Keegan  
NCR  
Nabisco  
National Spa & Pool Institute  
National Tool Association  
New Image International  
New Jersey Automobile Dealers  
Northrup Corporation  
Nynex  
Oakwood Homes Corporation  
Oil Dealers of Washington  
Old Dominion Freight Line  
Olympic Stain Corporation  
Panda Express  
Progressive Concepts  
Prudential Insurance  
Qdoba  
Radio Shack  
Real Estate Lenders of America  
Realty World  
Retail Bakers of America  
Rockwell International  
Servpro Industries  
Sir Speedy  
Snelling & Snelling, Inc.  
Society of Manufacturing Engineers  
Sony Ericsson  
Specialty Tools and Fasteners  
Virginia Bankers Association  
Wrangler

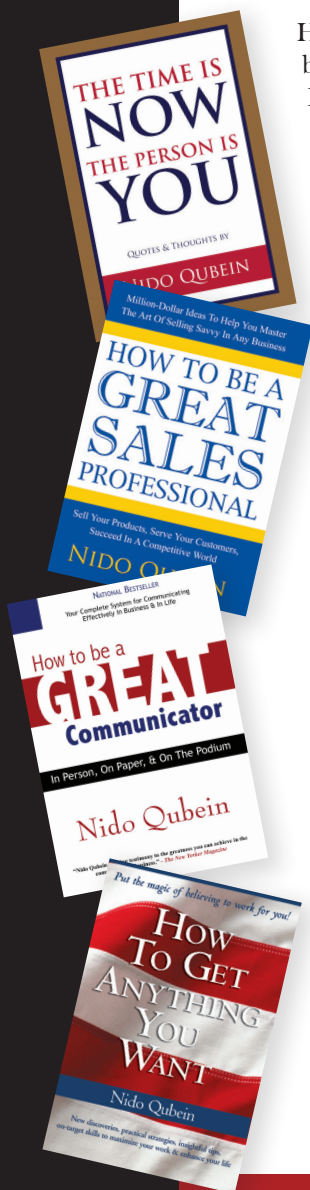


**D**r. Nido Qubein is president of High Point University, which enrolls 4,300 undergraduate and graduate students from more than 35 countries and 47 states. He has authored more than two dozen books and audio programs distributed worldwide in 20 languages. His foundation has granted hundreds of scholarships to college students nationwide.

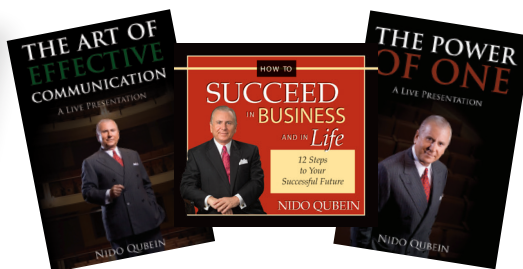
He came to the United States as a teenager with little knowledge of English and few resources. His life has been an amazing success story. He has been the recipient of many honors including the Ellis Island Medal of Honor, Horatio Alger Award for Distinguished Americans, Sales and Marketing International's Ambassador of Free Enterprise and induction into the Global Society for Outstanding Business Leadership and the International Speakers Hall of Fame.

He serves on numerous boards including BB&T, a Fortune 500 company with \$175 billion in assets and La-Z-Boy Corporation, one of the world's most recognized brands. He is also chairman of Great Harvest Bread Company with 220 stores in 43 states.

Toastmasters International named him Top Business and Commerce Speaker and awarded him the Golden Gavel Medal. He is the founder of the prestigious National Speakers Association Foundation and addresses many business and professional groups around the world each year.



- **PRESIDENT, HIGH POINT UNIVERSITY**  
Undergraduate and graduate institution with 4,300 students from 35 countries and 47 states
- **EXECUTIVE CHAIRMAN, GREAT HARVEST BREAD COMPANY**  
220 stores, 43 states (and still growing)
- **EXECUTIVE COMMITTEE MEMBER & CORPORATE DIRECTOR, BB&T CORP.**  
Fortune 500 company with \$175 billion in assets
- **CORPORATE DIRECTOR, LA-Z-BOY CORPORATION**  
Globally recognized furniture manufacturer and retailer



"Over 75 percent of Nido's business comes from companies that have utilized him before... He puts on a memorable program."

MONEY MAGAZINE

# Popular Topics Tailored to Your Specific Needs and Goals

## RAVE REVIEWS

*"A great pleasure to have you speak to our sales force. Your name and ideas were referred to all weekend. We all learned a lot from your terrific presentation."* **CNN**

*"You were a huge success at our conference! The group was motivated, energized and entertained by your presentation. A few quotes I have heard: 'The best speaker we have had in years!' 'He grabbed the audience and kept our interest.' 'He motivated and entertained a great mix.' And many more. Thank you for helping to make our conference a great success!"* **NESTLE USA**

*"You are a classy guy who gives 100% in everything you do. Your presentation was extremely well received by all of our regions. Thanks for a great job!"*  
**PRUDENTIAL**

*"Nido is a dynamic speaker with a rich background of personal and business success. He has the ability to speak to a diverse audience and provide specific direction and take-home value for all audience members. His high-energy presentation was designed to meet our specific needs, delivered with warmth and charm."* **HARLEY-DAVIDSON**

*"Nido's purpose definitely is to serve his clients. He does a fantastic job of communicating the information. His biggest value, though, is the information the audience takes home - it inspires people to take action."* **PROGRESSIVE CONCEPTS**

*"Nido really knows how to move, motivate and communicate with people. His presentation had a positive impact that reflected in increased performance and results."* **NEW IMAGE INTERNATIONAL**

## BRANDING & RECULTURING... *Throw The Box Out Of The Window*

Throwing the proverbial box out of the window is the primary mantra of the transformation process Nido Qubein is undertaking at High Point University where he serves as president and with Great Harvest Bread Co. where he serves as chairman. Through powerful points and humorous anecdotes, he shares examples of successful branding and reculturing initiatives that have propelled these large organizations to new heights. By translating the essence of each principle into useful ideas for every organization, he takes the audience on a life-changing journey that can alter their thought process and strategic mindset.

## MOTIVATION... *From Success To Significance*

A powerful and inspiring presentation on focus, balance, and meaning in business and in life. Nido Qubein cites major differences between creativity (how can we do this differently) and innovation (how can we do this better). He distinguishes among tasks, goals, and purpose humorously yet persuasively with thoughtful impact.

## LEADERSHIP... *Expecting and Managing the Unexpected*

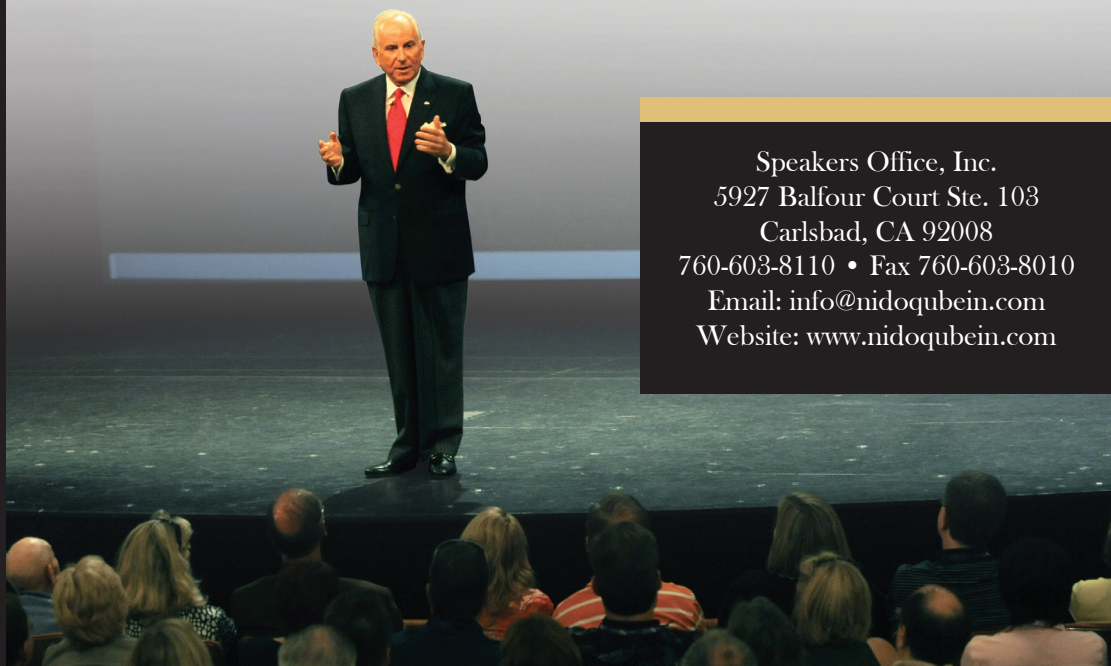
Nido Qubein will show you how to prepare your employees for high productivity and your company for maximum profitability - how to grow a well trained, educated and motivated team. You can train people to do the mechanical tasks related to your business but you can't train them to seek excellence. Attitude changes through consistent input that appeals to an individual's self-interest and organizational spirit.

## SALES... *How To Sell, Serve, and Succeed*

To sell effectively in today's ever-changing, competitive world, one must master sales skills and behavioral knowledge. Nido Qubein teaches both with humor and audience involvement. He focuses on the Law of Identification (when something becomes personal it becomes important). He emphasizes: Prospects don't want to buy your product; they want to buy the product of your product.

## POSITIONING... *If I Wanted To Buy What You Sell, Would I Buy It From You?*

Why should people do business with you? How easily can someone else imitate what you do? Do your customers think of you first? Nido Qubein shares dynamic principles for personal and corporate achievement. It doesn't matter how much you know or what you can do. What matters is what your customers and colleagues believe and perceive you can do for them...how well they understand and value what you are offering.



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