

# ABOUT BART BERKEY

Meet Bart, the renowned TEDx motivational storyteller who has taken the speaking industry by storm. Bart's unique trademarked "Most People Don't" approach is transforming the way people view their potential and empowering them to take action. With his keen observational skills and unwavering focus on others, Bart draws from his extensive experience in the service industry, including his tenure as a global executive with Ritz-Carlton.

Bart's inspirational message has captivated audiences worldwide, earning him a spot as a bestselling author on Amazon, with his book ranking in the top 1% of sales. Additionally, his podcast has been recognized as THE TOP 2% PODCASTS IN THE WORLD (and the top 15% most shared podcasts).

He was recently awarded "The Best Luxury Keynote Speaker & Podcast Host" and "Keynote Speaker of the Year". In addition, he was also nominated by Forbes for their "Next 1000" list, celebrating entrepreneurs and start-ups in America. Bart is recognized as one of the "Top 25 Most Extraordinary Minds in Sales and Marketing."

As a speaker, Bart brings a fresh and innovative perspective to the table, inspiring individuals and companies to step outside of their comfort zones to develop in meaningful ways. With his proven track record of motivating people to achieve their goals, Bart is the perfect addition to any conference. Don't miss the opportunity to hear from one of the most dynamic and captivating speakers in the world.

[www.MostPeopleDont.com](http://www.MostPeopleDont.com)  
bart@mostpeopledont.com  
301-312-1600



## Bart's Unique Approach and Differentiators

What your teams do is not easy. There are challenges and obstacles, not only professionally but also personally that affect performance. Big or small companies. For profits or not for profit. Association or Corporate. 4 people up to 4,000 people. Bart Berkey, former Ritz-Carlton Global Executive, author, and Top 2% Podcast host can help. Everyone needs to be reminded that "YOU'RE DOING GREAT".

Anyone can talk about LEADERSHIP. But no one else is going to share the story "Are You A Buffalo or a Goose?" to make the comparison for leadership styles.

There are tons of presenters discussing PRODUTIVITY, but no one else is talking about "Moving Your Should DO's to DONE".

There may be even speakers that discuss ways to differentiate yourself and your business, but no one can use our proprietary approach and trademarked "Most People Don't" philosophy to becoming better. While it is "EASY to BE, it is BETTER to BECOME." One becomes better through "doing" what "Most People Don't".

This applies to becoming a more engaged employee, a better service professional, an improved leader, a more responsive colleague, and even a better partner/parent/provider.

We have over 2500 real life stories and personal examples that have been observed, gathered, and curated over 35 years that are now being shared to help others "enjoy greener grass now" and solve situations easier, without "mowing the lawn". We've already done the work, the research, and put forth the extraordinary effort. All your team needs to do is be open minded to learn in a very memorable manner.

Bart's presentational style utilizes two unique approaches to enable quicker learning and better retention.

1. He is a storyteller. Individuals remember stories 22x more than data.
2. Mnemonics. Acronyms that are customized and designed specifically for your group's needs.

A few of his most recent topics with descriptions that consistently produce standing ovations and rave reviews:

1. More Than Nice: The POWER OF KINDNESS
2. "Are you a Buffalo or a Goose?"- Sharing and Caring Leadership
3. Doing what "Most People Don't" for Professional Excellence and Personal Fulfillment
4. Now to NEXT; The Benefits of a Growth Mindset
5. Employee Engagement: "Keeping Your Employees From Becoming Someone Else's"
6. Service Excellence; Notice, Anticipate, and Over-Deliver
7. Most People Don't... Sell through Feelings
8. You're DOING GREAT, Reminders that Everyone Needs to Hear

He engages audience like no other, whether through gamification, giving of gratitude stones, scratch offs, play money, He is not a talking head. His audience is with him in the journey, and they contribute to the conversations. They are included in the conversations to make the message even MORE MEANINGFUL.

Thousands of companies endorse him. He will exceed your expectations.

## CLIENT ENDORSEMENTS AND RECOMMENDATIONS

"We invited Bart to join us for our recent kickoff and we all thoroughly enjoyed his presentation! In a short period of time, Bart immersed himself with our team and into our culture. The past few years have been crazy for everyone and we wanted to start this year with an uplifting and positive message...and Bart really delivered!! He's engaging and funny, and very passionate about helping people find ways to be better in life, both personally and professionally."

-Ms. Chris Flatt, EVP- Wynn Las Vegas and Encore

"You took the time to interview key players from our company, discovering our Theme and how we were tying that into the week. Then you went one step further by weaving it into your content, creating a connection between your message and our Theme. I'm not sure we've ever had a Keynote Speaker to it so seamlessly and eloquently before.

From a pure visual and audio perspective, your presentation was big, easy to see, and entertaining. And your "stories" were easier to receive and understand than other style types. One more thing - you walked on stage and started with a story. You didn't introduce yourself again, ask how we were doing, acknowledge you were happy to be there, etc. While those are nice things, everyone does that. Instead, you jumped right in, engaging the audience, and enticing us to lean forward in our seats from the get-go.

I learned from you and will take that into my future presenting."

- Phil Traywick, Vice President, Filed Sales, Guest Supply

"I have had the pleasure of knowing Bart for several years but FINALLY was able to secure him as our opening Keynote Speaker for ARM's Annual Educational Conference. Bart's message to our group "DO" What Most People Don't" was the perfect kick-off for our event! Everyone came away with a to "do" item. The positive feedback is still coming in and I hope we can secure Bart again in the near future."

-Marian Desilets, Conference Chair, Association of Registration Management

"Bart thinks differently based on his ability to "observe, anticipate, and over-deliver" which may come from his past Ritz-Carlton Leadership roles. His storytelling is remembered more than data and enables betterment for organizations and individuals. Bart leads with authentic heartfelt emotion to touch upon the hearts and minds of individuals so they FEEL moved to take action and do good for themselves and others."

-Claude Silver, Chief Heart Office of Vayner Media (New York)

"Bart Berkey's presentation nailed it again. So engaging, applicable, and relevant. His presentation style is professional, warm, and welcoming along with his content. Always learn so much when he talks. Highly recommend." Bart shared the conference speaker stage with the likes of Daniel H. Pink (author of Drive! And other NYT Best Sellers)

Shelley Smith - HR VA SHRM Program Chair

"You're an incredibly gifted presenter and more importantly, an extremely kind and thoughtful man. Your presentation at our recent sales meeting helped our sales team see the value of building deeper relationships with our clients that focus on encouraging new ways of thinking (3D) and "doing" to solve their client's unique business challenges. Thank you for laying a foundation for our AEs to now "do what others don't"."

-Glenn Darlington, Executive Vice President at Creative Group, Chicago

## CLIENT ENDORSEMENTS AND RECOMMENDATIONS

 "It was our pleasure to host Bart Berkey as our Keynote Speaker at our recent Leadership Conference. Bart did his homework on our organization and culture and customized his stories to our organizational needs. Bart was incredibly engaging with the audience, kept high energy

with his storytelling, and was very passionate about the betterment and success of our attendees- both personally and professionally. I really loved the "Pushing the Button" and "Be Bamboo" stories! Thank you, Bart, for your positive energy and for starting our conference out on a high note!"

- Jane Berg, Regional Vice President, Vacation Ownership Resort Americas, West

"Bart delivered a set of engaging and insightful presentations for our community of business event professionals and supplier partners. It has been a long time since I've seen a speaker connect with an audience the way Bart did - he has a gift of engaging through sharing relatable and compelling stories and provides clear takeaways you can put into practice right away."

- Meredith Rollins, Chief Community Officer, PCMA & Executive Director, PCMA Foundation

"Most People Don't inspire me to self-reflect, both personally and professionally, on interpersonal relationships and how I behave. His message about doing what most people don't have made me question my decisions and how I approach connecting with others. Simple things like taking stairs instead of an escalator, being bamboo, and thanking your water, while seemingly trivial, resonated, and even after a few weeks, I still think about them and apply them. I found Bart engaging and impactful, and he delivered a simple but powerful message about self-improvement!"

Jim Moran, General Manager, Marriott's Shadow Ridge Resort

"I had the chance to meet, talk with, and listen to Bart during a keynote he gave recently for our organization and I was left so inspired. He is genuine, engaging, and such a nice person!"

-Todd Feldman, Communications at Guest Worldwide

"When you showed the slide in your presentation with the "should do's" that we know are good for us, but most people don't do and exercise was circled, I knew it was meant for me!"

It's also a year of CHANGE in my professional life. The F.A.B. acronym is something I can immediately implement too. I'm going to put it on a Post-it on my computer screen as soon as I get back to the office. I see MANY ducks dives in my future! Finally, I have always been more of a subject matter expert than a people manager. I've got a team reporting to me now, and especially with all the uncertainty everyone is feeling, I want to be a leader who makes her

team feel valued and seen. Your session challenged me to really think about how I can accomplish that and reminded me how important it really is."

Jessica Woolum, SHRM-CP, HR Director, Corporate & Renewable Energy