

Dan Negroni

Speaker & Author

Dan Negroni, founder and CEO of launchbox, leverages his bold, authentic, no-nonsense approach and interactive style to challenge your employees and empower them to deliver immediate business results. Offering the solution to today's critical cross-generational issues, Dan successfully bridges the gap between managers and their millennial workforce to increase employee engagement, productivity and profits.

Dan delivers provocative, inspiring keynote presentations at all types of leadership, trade association conferences, and millennial-related events. With a successful 20+ year career as a CEO, attorney, senior sales and marketing executive, Dan's keynotes, workshops, and coaching sessions are proven to reinvigorate businesses and people on the spot.

Dan is an active philanthropist, serving as board member and development chair to support the efforts of various charities. He resides in Del Mar, California with his wife of 25 years and the youngest of his three children. He is an avid health and fitness nut, running, biking, swimming and doing anything else he can to fight off looking his age.

Dan is also the author of *Chasing Relevance: 6 Steps to Understand, Engage, and Maximize Next-Generation Leaders in the Workplace*, available now.

Dan is frequently interviewed by the press, media, and podcasts for his views on management, leadership, accountability, and the chasm between older generations and millennials in the workplace.



Forbes

C-SUITE NETWORK™

Inc.

WHPC-FM



Leadereview

The San Diego
Union-Tribune

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SPEAKING TOPICS

How To Win the Millennial Race

A dramatic shift is taking place in the workplace and the marketplace. Today, there are 2.4 billion millennials, they represent 36% of the workforce, control \$660 billion in spending and will be 75% of your employees and customers by 2025.

What is your company doing to stay relevant, connect and drive engagement with the next generation?

With valuable insights, extensive experience, and a great sense of humor, Dan shares:

- The key trends that define the millennial generation
- 6 steps to bridge the generational gap between youth and experience
- How to deliver value to connect with your customers and employees
- How to stay relevant in a crazy, fast-changing world

The Next Gen Organization: Unleashing Innovation

Technology is rapidly disrupting and re-shaping every industry—healthcare, mobile devices, biotech, news, travel—and innovation is pushing the boundaries.

What is your organization doing to capitalize on technology and unleash innovation?

In this engaging and interactive presentation, Dan will share how you can leverage and unleash the creativity of your millennial employees and customers to generate innovative solutions that will take your company to the next level. Attendees learn how to:

- Empower employees to succeed
- Create a culture of risk-taking and change
- Make it about others to develop winning, innovative solutions
- 5 ways to spark employee creativity

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SPEAKING TOPICS CONTINUED

Drive Your Business: Make Everyone a Relationship Builder

Universally, when we ask an organization or CEO what they want, they most often say “more business.”

What is your company doing to drive new business and sales?

Incorporating an inside-out philosophy, Dan shares how to:

- Leverage your strengths and deliver your story
- Invoke the power of the question
- 8 ways to deliver added-value to your clients
- The art of closing the deal

5 Easy Steps to Create and Execute a Culture of Coaching in Today's Workplace

Coaching is a highly effective way to sharpen leadership skills or correct management issues, and has been shown to reduce turnover, improve work relationships and morale, and drive increased sales. But in most companies, it's only the select few who get to benefit from having a professional coach.

What if all your employees had an on-demand coach to help them solve problems, overcome challenges, set goals and reach their full potential?

In this keynote, Dan teaches attendees how to create a culture of coaching that will empower employees to embrace and commit to the organization's goals while driving increased productivity, innovation and profits. Attendees will leave with:

- An understanding of inside coaching and its benefits
- Examples of what is working at the most progressive companies
- A framework for how to build an internal coaching culture and system that will deliver results
- How and why to start coaching within your organization

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SPEAKING TOPICS CONTINUED

Are Business Leaders the New Parents? How to Create Millennials that Manage Themselves

Today's millennial generation grew up differently than past generations—with “helicopter” parents who were ultra-involved, overly protective, ready to solve any problems, and save the day at a moment's notice. As a result, they lack some of the basic problem solving and business skills needed to succeed in the workplace.

Are your managers really equipped to be guides and teach your millennial employees the skills they need to succeed?

In this keynote, Dan teaches managers how to become real mentors and guides and provide their employees with the “tough love” that will empower them to be successful while adding greater value to their organizations. Dan shares how to:

- Understand what millennials want and how they need to be guided
- Utilize an inside-out approach to develop the “whole person” millennial
- Promote and reward becoming a mentor and accepting guidance
- Develop real problem-solving skills
- Instill personal accountability and responsibility
- The art of “self” feedback
- Create employee-driven career advancement paths

Let Us Assess Your Real Issue: Custom Keynote Presentation

Using our BRIDGEdex assessment tools, Dan does an intake to understand your challenges and create a custom presentation that works for you. Whether it is relating to your millennial workforce, adding value to your clients (millennial customers) or driving new business, he asks the right questions to identify what is standing in the way of your business' success and then develops a presentation that addresses your challenges head on and creates real impact to move your company forward. He also delivers a post-conference report to ensure the learnings are shared and sustained.

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SPEAKING ENGAGEMENTS

COMPANIES

Qualcomm
DLA Piper
ADP
KPMG
UBS
Booz Allen Hamilton
Manatt Phelps
Business Online
Rubio's
Pirch
UBS
Toft Group

NOT FOR PROFITS

Professionals in Human Resources Association
San Diego Foundation
UCSD Rady School of Management
The Honor Foundation

CONFERENCES/EVENTS

Workiva/SEC Pro
Trinet Inspire
Accounting Day
Association of Financial Professional
Dynamic Disruption/Sales & Marketing Leadership Association
American Bar Association: National Bar Conference Presidents
Young President's Organization ("YPO")
New Derm Live
MillennialEYE Live

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PRaise FOR DAN'S SPEAKING

“Your training was exactly on point and taught us the value that Millennials bring to the table and how they challenge traditional thinking around the concepts of loyalty, work ethic, communication, technology, and work-life balance and demand. More importantly, you gave us tools to successfully incorporate this next generation into our workforce and as donors and volunteers for our nonprofit organizations.”

— **Lorrie K. Albert, Esq.**, President-Elect, National Conference of Bar Foundations

“Over the past few years we have invited and heard from speakers on the topic of the multi-generational workplace. The CEOs and Key Executives who ‘endured’ these presentations found little value. And then we met Dan Negroni. Dan delivers a highly interactive and challenging workshop. You leave with immediate actionable techniques that will improve your company and your culture.”

— **Jim Tenuto**, Owner, Renaissance Executive Forums San Diego

“Dan Negroni presented to our Sales & Marketing Leadership Alliance and received rave reviews. His practical and real-world knowledge of today’s evolving and multi-generational workforce is second to none. More importantly, unlike the majority of today’s press surrounding the Millennial workforce, Dan delivers a positive and solution-oriented perspective, rather than simply stereotyping and ultimately blaming this population for their work style.”

— **Ken Schmitt**, CEO & Founder, TurningPoint Executive Search

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CHASING RELEVANCE:

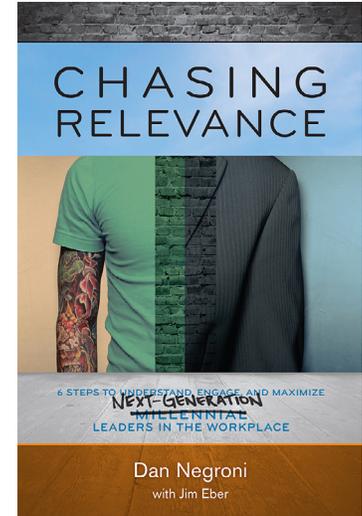
6 Steps to Understand, Engage, and Maximize Next-Generation Leaders in the Workplace

Millennials are here to stay. With their presence in the workplace expected to grow to 75 percent by 2025, this next generation of leaders is already surging into offices across the globe in massive numbers. But, having grown up differently, the largest living generation brings with them a unique set of millennial expectations, needs, desires, and values that has already had an undeniable effect on the business landscape—a huge and damaging generational gap.

How, then, can organizations bridge the generational gap in order to drive sustained results and guarantee the growth and success of their businesses? In his book, **CHASING RELEVANCE: 6 Steps to Understand, Engage, and Maximize Next-Generation Leaders in the Workplace**, CEO, consultant, and coach **Dan Negroni** argues business leaders and millennials alike should lean into the divide and embrace it as an opportunity. By creating powerful, authentic relationships, fostering accountability, and teaching real, practical skills, organizations can both adapt their existing leaders to the changing landscape of work and empower millennial employees to deliver authentic and impactful value.

Taking a critical and carefully researched and experiential-based look at the current (and future) cross-generational obstacles organizations face, Negroni offers a winning, actionable framework to find the healthy middle ground between generations. Called BRIDGE, this overlapping and integrated six-step plan compels individuals to understand their own strengths, perceptions, and actions from the inside out in order to address disconnects and become completely relevant as guides, mentors, and leaders with and to millennials:

- **Bust Myths:** Identify and breakthrough underlying myths and assumptions about employees that create barriers. Negroni shares what is and isn't true about millennials and how to shift to a mindset that assumes positive intent and spurns judgment, quick opinions, and criticism.



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- **Real Deal:** Create real-deal, authentic, caring relationships with your team. Open yourself up to others to form the relationships you need. Connect authentically, share yourself, and show gratitude.
- **I Own It:** Own personal responsibility and accountability to drive results. Negroni shows how great leaders must be personally responsible and accountable to drive the outcomes they want and need from others and themselves.
- **Deliver Value:** Serve and provide value to others every day. Make it about them 24/7 and deliver value through those relationships. Use your strengths, values, skills, passions, and stories to make it about others. Be a mentor.
- **Goals in Mind:** Create alignment around shared goals and priorities to increase engagement and trust. You must make others' goals a central part of your world, particularly through how you engage and align individual goals with the team's and company's goals to show that you care.
- **Empower Success:** Empower your culture and employees to drive results. Focus on individual members' growth, make future advancement opportunities transparent, give feedback, and recognize and celebrate achievements.

In straight-forward and no-holds-barred language, **CHASING RELEVANCE** empowers readers of all ages to view this generational gap as an opportunity to be embraced rather than a problem to be solved. The key? Good old-fashioned and yet disruptively innovative genuine caring, relationship-building, and connection from both sides.

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PRaise FOR CHASING RELEVANCE

“*Chasing Relevance* is not only about Millennials. It’s about all of us working to connect with each other and to bridge the gaps between the generations for the greater good. With bold language and a powerful model, Dan Negroni urges readers to genuinely care, communicate, and build relationships from the inside out. Because to serve others, we must first understand ourselves. Read *Chasing Relevance* and start connecting!”

— **Ken Blanchard**, coauthor of *The New One Minute Manager* and *Collaboration Begins with You*

“Every C-Suite executive should read this book. If you can’t speak ‘millennial’ you might as well start shutting down your business now!”

— **Jeffrey Hayzlett**, primetime television and radio host, chairman C-Suite Network

“*Chasing Relevance* by Dan Negroni is a great resource, not just on how best to coach and manage Millennials to bring about greater productivity, it’s a thoughtful examination of why we need to understand each other, cross-generationally, to strengthen not only our teams but ourselves. It’s this understanding that will make you a better manager and coach.”

— **Keith Ferrazzi**, bestselling author of *Who’s Got Your Back* and *Never Eat Alone*

“*Chasing Relevance* is an excellent resource (and great read) for anyone who leads an organization with employees and volunteers from different generations. I lead a bar association of lawyers spanning multiple decades. The book offers practical ideas to motivate and develop the next generation of leaders. I am inspired to be a better mentor and would recommend this book to anyone who wants to improve their communications with the next generation.”

— **Eleanor Magers Vuono, JD**, The Military Spouse Network

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“ I can't quit thinking about your wonderful book and what a difference it is going to make in so many lives and so many companies! I feel like I read it so quickly the first time because I just couldn't turn the pages fast enough - each chapter so beneficial - but now I want to sit down and read it again and take copious notes this time and highlight many provocative sections. It is a GREAT book and if it doesn't get rave reviews then the reviewers are idiots.”

— **Mary Johnson**, HR Executive and Coach

“ I am absolutely loving the book so far. I have read through Step 4 and I wanted to send you a quick note because I know you geek out on stuff like this, just like I do. I defined my brandwords as: Positive, Improvement-oriented, Determined. I defined my Teams and we are connecting, bonding and creating learning and growing opportunities.”

— **Kristin Runyan**, SVP Operations, Paylease, Author, Coach

“ I've read Dan's book and it is powerfully directive in changing my own life and the way I see personal and professional relationships. I've seen Dan and his team in action as executive coaches, using their Bridge philosophy and Strength and Story insight and they are dynamite—Dan connects immediately, goes straight to the heart of what each person has to offer, and helps each one refine and target his/her personal message to a potential employer/investor. Great energy, enthusiasm—someone you want in your corner.”

— **Matt Schwartz**, JD, Partner, DLA Piper