



COMMUNICATION.
RELATIONSHIPS.
MOTIVATION.
PERCEPTION.
CHANGE.

The issues that affect
every organization.

GERRY
HAS
ANSWERS
FOR
ISSUES.



SANDUSKY

Powerful keynote presentations that will help you and your organization better communicate, motivate, build relationships, and adapt to change.



FORGOTTEN SUNDAYS

Understanding How Men Communicate

THE PERCEPTION PYRAMID ▲

The Secret Behind How We Really Communicate at Work

THE CROOKED YARDSTICK

Redefining How We Measure Success

PROBORTUNITY THINKING

The Mindset of Seeing Problems as Opportunities

ABOVE THE VISIBLE LINE

The Secrets of Effective Leadership Communication

THE HAY IS IN THE BARN

What Really Separates Winners from Losers in Every Walk of Life



“A father gives you much more than a name. He gives you pride, honor and love. This is the story of how a son refused to let all that be taken from him, no matter the price.

— RICK REILLY, ESPN

FORGOTTEN SUNDAYS

Understanding How Men Communicate

Gerry will show your audience:

- How to understand what men aren't saying
- Why men sometimes prefer to use anything but words to communicate
- How to avoid problem communications with men
- What fathers teach their sons with words and without words
- Why the father-son relationship—or lack of it— influences every a man's communication style

A talk based on his book by the same title, Gerry reveals the lessons learned from growing up in the NFL, the son of a popular coach and powerful figure. In this coming-of-age story of a father-son relationship you'll learn why men treasure the value of a good name.

Spending time on football fields and stadiums around legends like Don Shula, Dan Marino, and Ray Lewis showed Gerry the rules of alpha males and the way men communicate. You will love the way Gerry weaves the stories of his background into issues confronting you, issues surrounding the mysteries of how men communicate at work and at home.

“Gerry was off-the-charts terrific. He was funny, disarming, and personable. You would have thought there was no other place he would rather have been that evening.

— MIKE HENDERSON,
ASSOCIATED BUILDERS AND CONTRACTORS, INC

THE PERCEPTION PYRAMID

The Secret Behind How We
Really Communicate at Work



Gerry will show your audience:

- How non-verbal communication either supports your message or becomes it
- Where their weakness lies as a communicator—and how to change it
- Why the design of your face will remind you of the most important rule all great communicators follow
- Why some words matter and others don't—and how to tell the difference
- Four things that will always let them know if they are on track or off track with their communication

Miscommunication isn't caused only by people not understanding your words or your message. It's typically caused by others hearing a completely different message than you thought you sent—or worse, they didn't hear any message at all.

Gerry will help your audience understand why their communications fall through the cracks in any organization—and how to prevent it from happening again.

Understanding how we *really* communicate will greatly enhance your audience member's chances of being "heard" in the work place—and at home.



THE CROOKED YARDSTICK

Redefining How
We Measure Success

Gerry will show your audience:

- The five questions we must all answer in defining success
- The biggest danger we encounter in pursuit of success
- The importance of balancing short and long term goals
- What a blind man can teach us all about the role vision plays in our happiness
- Why the biggest stage and the brightest lights can be the biggest obstacle to real success in life

How we define success, and how we communicate that impacts the organizations we work for, the people we work with, the lives we lead, and the lives we touch.

Using powerful, personal experiences ranging from his mother's sewing room to the broadcast booth of the Super Bowl, Gerry will show your audience a new way to think about success, a way that will generate far greater personal happiness and far higher professional productivity.

The Crooked Yardstick will make your audience, your organization, your colleagues re-consider everything they have presumed about success and where and how to achieve it.

“For the record, I’ve sat thru a bunch of these type of speeches, including some of the biggest ticket names in the biz, (Pat Riley, Tom Osborne, Harvey Mackay, etc) . . . and your material and presentation ranked right up there with the best of ‘em. Nicely done..

— MIKE HOUSER, FILA USA,

PROBORTUNITY THINKING

The Mindset of Seeing Problems as Opportunities



Gerry will show your audience:

- How to turn problems into the start of something better instead of the end of something good
- The one question that can help us regain control in a hopeless situation
- Ten pillars of strength to lean on when there's nothing you can do
- The one habit all leaders must develop to see problems as opportunities
- How Probortunity Thinking can save careers, marriages, even lives

We all face problems. Avoiding them isn't always possible. So the quality of your life hinges on how you not only deal with your problems, but how you look at them in the first place. Gerry Sandusky saw his name, and his broadcasting career come under intense national attention when a man with an identical sounding name became one of America's most reviled criminals.

By approaching the problem as an opportunity, Gerry changed the nature of the problem itself. He will show your audience how to do the same thing in their lives. This is a powerful, transformative approach to seeing problems from a completely different and liberating angle.



“ I learned so much and when I returned to my office I described this as ‘The best 90 minutes of learning I have ever had.’ Thank you for shifting my thinking to perfect my game.

— KAREN L. PELL, PHD
PRESIDENT, VIA CONSULTING LLC

ABOVE THE VISIBLE LINE

The Secrets of
Effective Leadership
Communication

Gerry will show your audience:

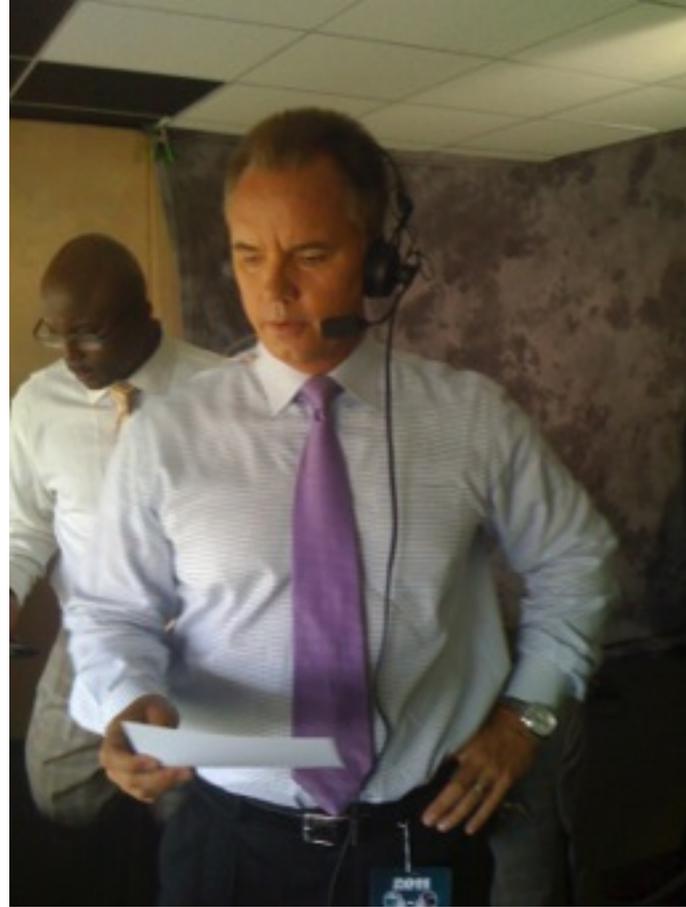
- The communication truth that many leaders overlook
- How their communication supports or becomes their brand.
- How to figure out why other people aren't getting their message. Hint: Even when you think the problem is them, it's probably isn't.
- The path to high leverage communication
- The only way to ensure the people who follow you hear your message

Technical and political skills helped advance your career to a leadership level. But you need a new set of tools to thrive in leadership. These are skills that few learn as they rise – but are the absolute heart of leadership. As a leader, your ability to convey vision and inspire excellence will make or break your own personal success and that of your business.

At this point, you have risen above the Visible Line—the place where everyone can see you.

“Gerry was engaging and enthusiastic, which kept all of us tuned in to what he was saying. His words were so simple, but so powerful! Gerry’s inspirational speech will be remembered through our sports seasons, our semesters, our lives!

— KATE WILLIAMS
PRESIDENT, TOWSON ATHLETE ADVISORY BOARD



THE HAY IS IN THE BARN

What Really Separates Winners
from Losers in Every Walk of Life

Gerry will show
your audience:

- What winners are willing to do that losers overlook
- Why failure is often the starting point for success—if you know which direction to look
- The three things that always play a major role in a success story
- The crucial question every winner asks before beginning any journey

Gerry made this phrase popular at the end of his Ravens broadcasts, saying it at the exact moment the Ravens had secured a win. It has become a mantra among Ravens fans, and all football fans as the focus of that week’s work and hopes.

But it stands for much more.

The Hay’s in the Barn is a destination we all strive to make in business, in our careers, in our daily lives. But too often we lose sight of the barn!

In this entertaining, engaging, informative talk, Gerry draws on years of exposure to winners in sports and in life and the wisdom of the man who taught him the phrase and shows you how to put it to full use in your life and in your career.



ENGAGING.
INSIGHTFUL.
INTELLIGENT.
ENTERTAINING.

GERRY'S CLIENTS AGREE:

“Gerry has done amazing work with me to help me become a more effective and masterful presenter. Over the years I’ve struggled with my presentation skills. Coach after coach focused me on the slide deck and the transition between clicks. Not Gerry! He realized it was that very advice that was preventing me from being the effective, persuasive presenter that I wanted to be. My presentation style was transformed after just one four-hour session with Gerry.

— BRIAN M. WHITE
PRESIDENT, NORTHWEST HOSPITAL

“This 90 minutes was packed with helpful guidance on how to give a persuasive and engaging presentation. Gerry is an outstanding presenter. I highly recommend that you engage his help to improve the connection you are hoping to make with an audience.

By profession I have been a public speaker for 32 years and today I just got better!

— REV. CHRIS HOLMES
LEADERSHIP COACH, TRAINER, AND CONSULTANT

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