



Workshops and Corporate Trainings to Engage and Empower Your People!



VOTED #1 BEST SPEAKERS AT THE C-SUITE CONFERENCE

How to Motivate People to Produce Results

A company is only as strong as its relationships. Think about it. You rely on consumers, clients, staff, contractors, vendors, suppliers, bankers, and distributors (just to name a few!) to take actions that keep your business humming along and making money. Imagine what would happen to your performance if instead of doing enough to get by, these key players really turned on their work ethics and innovative abilities?

You can't force, threaten, bribe, or cajole anyone into working and thinking on a higher level. What you can do is generate the same spirit that fueled the iconic, top-selling Barefoot brand to engage and inspire people to produce amazing results. The brand's founders, Michael Houlihan and Bonnie Harvey, can teach you how:

-  STEP 1: Identify and appreciate each participant for their function in the larger framework of your own goals.
-  STEP 2: Seek to understand and respect the objectives of every participant.
-  STEP 3: Demonstrate that you have their best interests at heart.
-  STEP 4: Achieve your goals by helping them achieve theirs.

Michael and Bonnie use entertaining and memorable stories from their real-life experiences building the world-famous Barefoot Wine brand. They reveal how they knocked down overwhelming obstacles by putting themselves in the other person's shoes and thinking creatively about how to help them succeed, being the ultimate assistant buyer in every relationship, over-delivering and exceeding customer expectations, and more.

Audiences will learn how to engage and empower every business relationship to forge dynamic strategic alliances and partnerships. They'll take away innovative tactics they can immediately employ to achieve results with clients and staff, distributors and suppliers, jobbers and middlemen, retailers and clerks, and the community and the general public.

Barefoot beat the odds in a heavily controlled, competitive industry to become a top global brand. You can follow in their (sandy) footprints. The secrets Michael and Bonnie share apply to industries across the board. By infusing your company with its own version of the Barefoot Spirit, you're making the kind of high-impact changes that supercharge motivation and get incredible results quickly.

How to Engage and Empower Your People with the Two-Division Company

What happens when you fit every employee in your company into one of two divisions: sales or sales support? Suddenly, everyone knows his or her “real” job is to create customer and coworker experiences that drive sales. This shift in perception will drive every decision your employees make. Michael Houlihan and Bonnie Harvey built the iconic Barefoot Wine (a top global brand) using this simple business structure. In this presentation, they’ll reveal their secrets, including:

1. Why a sales-focused culture produces the kind of results that foster and sustain customer loyalty
2. How to look for the entrepreneurial spirit in every applicant
3. How to orient all new employees toward sales on day one
4. How to enforce the sales support relationship with sales through:
 - Performance-based compensation
 - “Know-the-need,” not “need-to-know”
 - Leader/employee relationships based on permission, acknowledgment, and validation

Michael and Bonnie attribute their success to their people, who came up with innovative, effective, and disruptive solutions—solutions enabled by Barefoot’s “sales-positive” culture.

All of these lessons are conveyed through their own entertaining, real-life stories and proven strategies that will engage and empower your audience. Attendees will walk away with practical, workable tools they can start using immediately.

The Entrepreneurial Culture

If any business is to thrive in the global marketplace, its employees must think like owners. Problem is, few employees know how. The job of company leaders is to train them to think this way. Michael Houlihan and Bonnie Harvey know how to create the conditions that draw out and nourish people’s inner entrepreneurs. They take the principles that empowered their own tribe of productive, creative and loyal employees to beat the odds; and boil those principles down into poignant lessons business owners can put into practice right away to boost the bottom line:

- How to remove roadblocks to the entrepreneurial spirit
- Why everyone at your company must ask questions (including you)
- Why your people should embrace mistakes
- How to find and hire people with entrepreneurial DNA
- How to foster innovation by getting out of your people’s way
- How to drive results with performance-based compensation
- How to increase well-being in your people with acknowledgement and permission
- How to prevent turnover (the #1 hidden cost of any business)

They take everything they know about the spirit of entrepreneurship and help startups, leaders and corporations infuse it into their company cultures to engage and empower their employees.

Michael Houlihan and Bonnie Harvey are the Barefoot Wine Founders and New York Times bestselling authors. Dubbed 'the Levi Strauss of wine', they started in their laundry room with virtually no money or wine industry experience, and bootstrapped a novelty wine with innovative strategies to overcome obstacles and create new markets to build a bestseller. Providing key guiding principles that apply to industries across the board, they are in-demand international business keynote speakers, writers, consultants and corporate trainers; along with popular media guests on networks including Bloomberg, ABC, CBS and FOX. Their articles appear in Forbes, Investor's Daily, and hundreds of business and professional publications online and in print. Keynote highlights include numerous prestigious universities; the 2014 World Conference on Entrepreneurship in Dublin, Ireland; National C-Suite Conference in Los Angeles and the 2015 Customer Experience Conference in New York. They are the recipients of the Distinguished Entrepreneur Speaker Award from the Turner School of Entrepreneurship and Innovation at Bradley University. Ask about providing their exciting new [Spend Less-Monetize Faster with the Entrepreneur's Guiding Principles for Success \(GPS\)™](#) video series for your clients, employees and business (joint venture and affiliate commission partnerships available).

Additional benefits on how Michael and Bonnie can help you create an entrepreneurial culture inside your organization, based on the **Entrepreneurs' Guiding Principles for Success (GPS)™**:

- Ignite your next company-wide event with a keynote on entrepreneurial culture
- Empower your field managers with the tools they need for an entrepreneurial culture
- Ensure implementation of entrepreneurial policies and procedures with key leaders
- Reinforce entrepreneurial culture with online sessions and Q&A opportunities

Book an entrepreneurial culture keynote, workshop, or corporate training session today:

www.TheBarefootSpirit.com/BookUs

Get the companion book to the trainings:

[The Entrepreneurial Culture: 23 Ways to Engage and Empower Your People](#)

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