



**Joe Calloway** helps leaders focus on what is truly important, inspires new thinking about challenges and opportunities, and motivates people to immediate action. Joe is a business author, consultant and speaker whose client list reads like an international Who's Who in business, ranging from Coca Cola and Verizon to Cadillac and American Express. Joe also works with small to mid-sized business groups including franchisees, medical practices, law firms, and a range of professional services groups, as well as non-profits and government organizations. Joe is a partner in The Disruption Lab, and has served as Executive In Residence at Belmont University's Center For Entrepreneurship.

Joe is the author of *Becoming A Category of One: How Extraordinary Companies Transcend Commodity And Defy Comparison*, which received rave reviews from *The New York Times*, *Retailing Today*, *Publishers Weekly* and many others. Joe's six other ground-breaking business books include *Be The Best At What Matters Most* and *Magnetic: The Art Of Attracting Business*. His newest book is *Keep It Simple*. Joe is an investor in and active advisor to two successful start-up companies, Gilson Boards, a snowboard manufacturer, and EVAmore, a concert booking company. He is a partner in a number of real estate developments throughout the mid-South.

Joe has presented at business conferences in countries around the world including Italy, Sweden, South Africa, England, Swaziland, Canada, Mexico and throughout the Caribbean.

Joe is a popular speaker for business meetings and events, and although he has been inducted into the Speakers Hall of Fame, he doesn't do traditional "speeches." Instead, Joe actively enga...

## Joe Calloway

### Speech Topics

- Vision
- Sales
- Management
- Leadership
- Customer Service
- Change



## Testimonials

"Our CEO was very happy - people are still talking about you. You impressed from the start."

- 130 executives/managers - national freight shipping company:.

"Received tremendous support from the participants regarding your messages. Our President sent an email to his leadership team yesterday which referenced your message and challenged them to get on board with the concepts you presented."

- 23 senior leaders - international agricultural products company:.