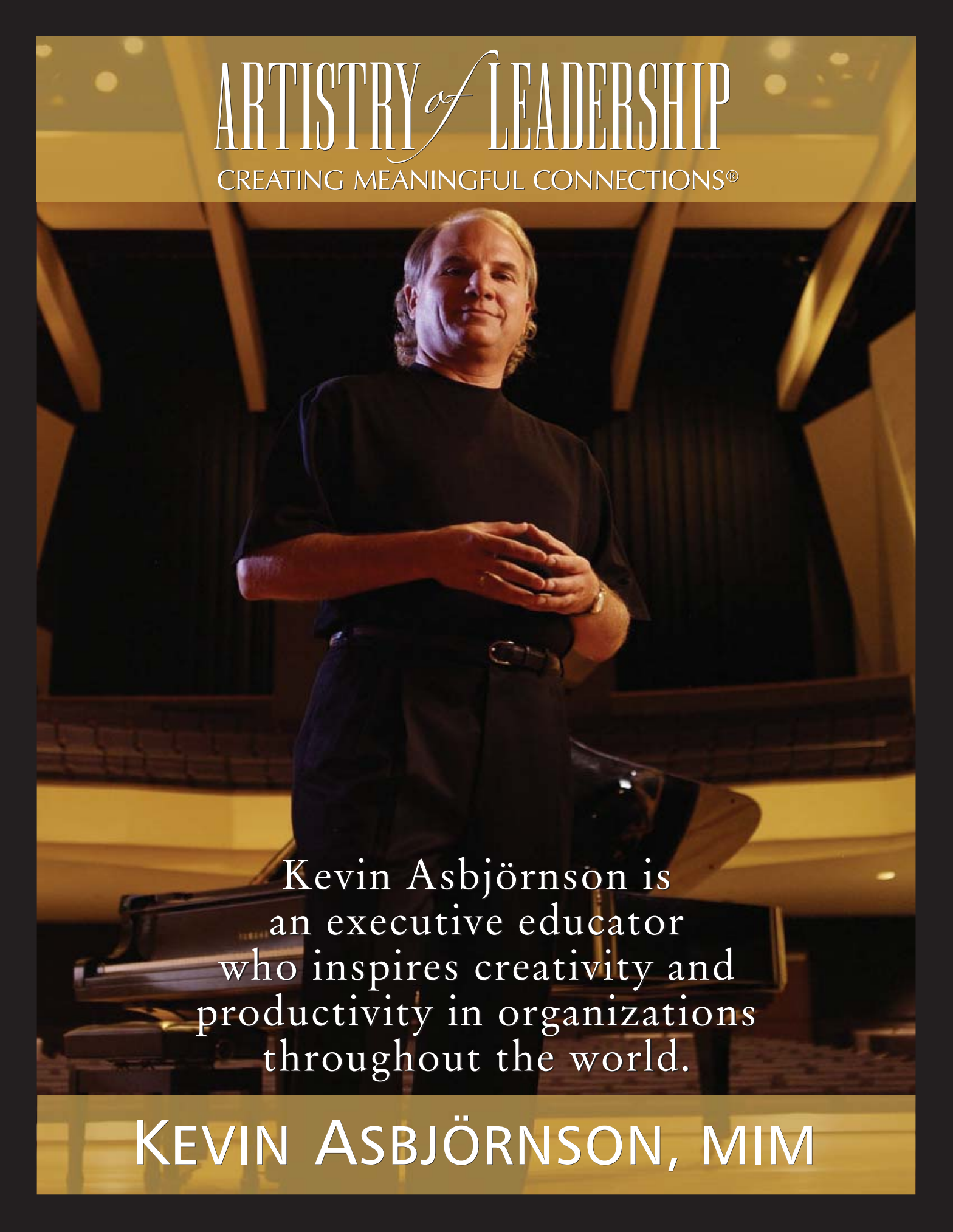


ARTISTRY *of* LEADERSHIP

CREATING MEANINGFUL CONNECTIONS®

A photograph of Kevin Asbjörnson, a man with light-colored hair, wearing a dark t-shirt and dark trousers. He is standing in a room with a grand piano, looking directly at the camera with a slight smile. His hands are clasped in front of him. The background features a large, ornate piano and a ceiling with recessed lighting.

Kevin Asbjörnson is
an executive educator
who inspires creativity and
productivity in organizations
throughout the world.

KEVIN ASBJÖRNSON, MIM

Discover the creative insight of The Eight Keys to Inspired Leadership™ that are transforming the practice of leadership at corporations and organizations around the world.

Kevin Asbjörnson, MIM, is an international executive educator, keynote inspirational speaker, Yamaha® Artist, contemporary pianist, international recording artist, and the author of **The Eight Keys to Inspired Leadership™**. His **Artistry of Leadership - Creating Meaningful Connections®** keynote is an interactive and dynamic experience unlike any other you have ever seen or heard about.

With his piano as the focal point and his music as the platform, Kevin draws parallels between the competencies of performing artists and business leaders. Through journaling, reflection and dialog, Kevin awakens you to your "emotional intelligence" and reveals your powers of focus, interpretation, visioning and listening. His music, message and insights will inspire creativity, collaboration and productivity that drive significant, long-term improvement in business performance for your organization.

Leverage Kevin's extraordinarily unique paradigm for leadership to bring lasting transformational impact to your organization:

- Unlock your leadership's intrinsic creative potential
- Discover how to lead by inspiration that sparks imagination, which triggers innovation
- Achieve unprecedented teamwork and organizational synergy
- Experience breakthroughs in productivity
- Enhance and accelerate business performance



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Executives from corporations, professional associations, non-profits and other organizations applaud the lasting impact of Kevin's leadership paradigm.

Association for Managers of Innovation

Banff Centre – Leadership Development

Center for Creative Leadership

Federal Executive Institute

Food Service Economic Summit

International Leadership Association

Maytag

NASA-Goddard Space Center

National Association of Student Personnel Administrators

NISH National Training Conference

Society for Human Resource Management

Sprint Communications

U.S.A. Olympic Committee

Verizon Communications

Women's Food Service Forum

Xerox Corporation

"Kevin combines three major assets: outstanding talent as both a performing musician and composer; a thorough grounding in the psychological principles underlying leadership and organization development; and an engaging, winsome personal style which makes him an effective presenter in front of an amazing array of different audiences."

DAVID CAMPBELL, Ph.D., Senior Fellow, Center for Creative Leadership

"The Artistry of Leadership and Kevin's approach really take you to your heart and to your soul, what your purpose is as a leader and what you're really trying to accomplish with other people."

CHARLES FRED, CEO, The Breakaway Group

"Artistry of Leadership is about accelerating learning."

YOLAN WILLIAMS, SR. CONSULTANT, Leadership Development, Verizon Communications

"Artists connect us with the human story, taking us well beyond the skill and knowledge set. The best leaders do the same. Highly effective leaders also have rich character. [Artistry of Leadership] helps us access deep character."

COLIN FUNK, Director of Creativity, Leadership Development at The Banff Centre

"The new leadership requires an artist's touch. Kevin brings his audience, remarkably quickly and deeply, into an appreciation of what it means to exercise the artistry of leadership."

CHARLES J. PALUS, Co-author, The Leader's Edge: Six Competencies for Navigating Complex Challenges