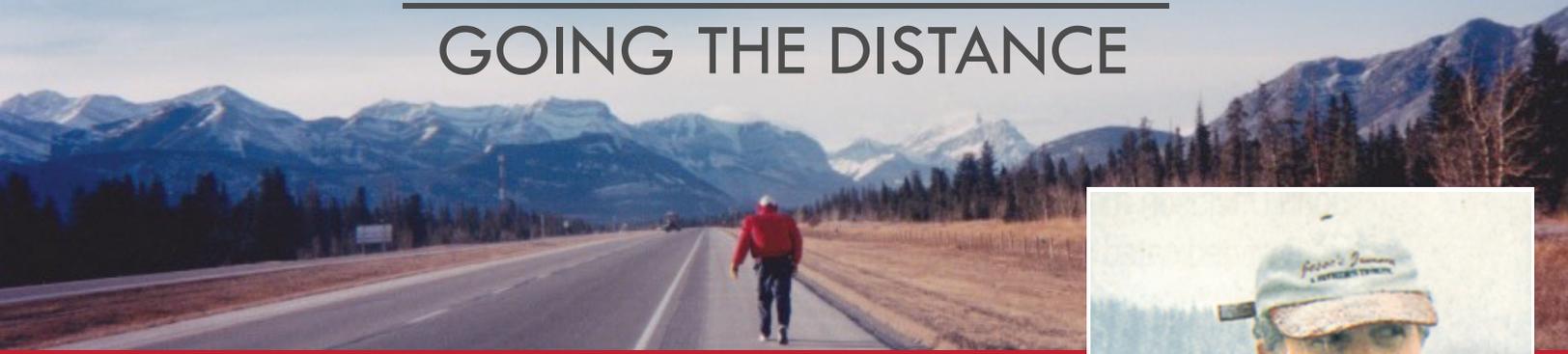


JOHN DAVIDSON

GOING THE DISTANCE



Keynote

Whether your goals are personal, or career related, let me ask you this: How much better off would you or your team be if you could improve your bottom line by 25% or more?

As someone who actually knows what it means to **Go The Distance** – I show people how to persevere without surrender, on the road to making a difference. That difference can be something that is personal to you or maybe it's about making your company the best it can be.

It's no secret that to own space in the mind of your customer, you need to stake out a position that really matters—a position that people can really buy into. But that's not enough.

Once you own that mindshare, you have to be ruthlessly consistent to maintain that claim.

I will share with you and your team the six tools you need to have constantly at your command in order to reach your goal — and to make a difference — for you and for others!

Biography

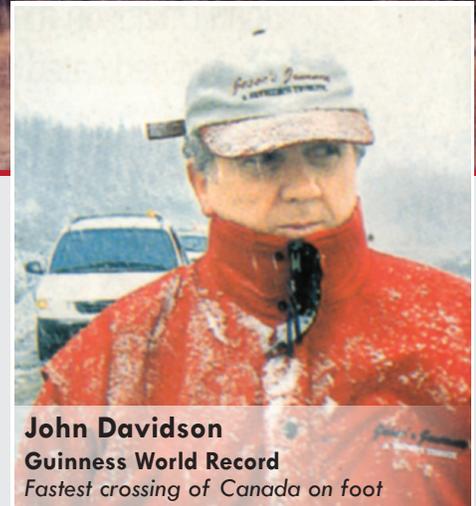
John Davidson is the Guinness Book World-Record holder for the fastest crossing of Canada on foot. But that is not why John took to the road.

John is a leader who has taken tragedy and turned it into triumph by persevering.

His powerful life-changing keynote inspires people to do more than they ever thought they can do.

After a 30-year on air career in radio and television, John became a multi-million-dollar fundraiser who shares with audiences how to get on track and stay on track.

A member of the Order of Ontario, John is a leader who will share with your team, how to look closely, think deeply and most important, how to persist calmly and persevere in reaching your goals.



John Davidson
Guinness World Record
Fastest crossing of Canada on foot

This is a real story that happened to real people – and it's about how perseverance is what makes the difference.

Here are the tools John can help you put in your toolbox.

- *The value of beginning with the end in mind.*
- *How to build the team to pursue your vision.*
- *Knowing how to get past “ready, aim, aim, aim, aim, aim.....and how to get to ‘fire.’*
- *How to measure your progress and stay on course to reaching your goal.*
- *How grit and perseverance are the glue that makes it all work!*
- *How to demonstrate leadership in acknowledging the team that generated results!*

JOHN DAVIDSON

GOING THE DISTANCE

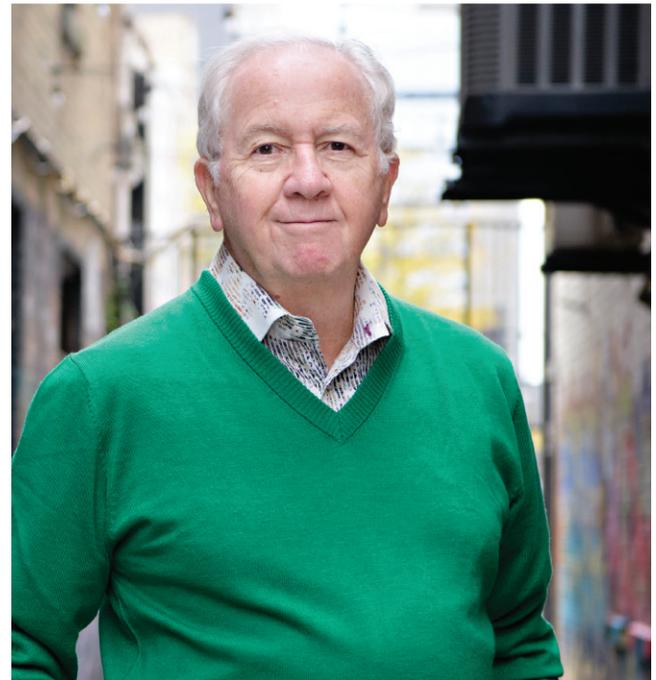
Client List

- John Davidson was one of the featured speakers at the Biotechnology Industry Organization's Toronto conference, which attracted 16,000 delegates
- At the International Genetics Congress in Melbourne, Australia, John was a featured speaker at this conference, which marked the 50th anniversary of the discovery of DNA.

Testimonials

"John's captivating style and the power and passion of his message had us transfixed. His inspiring and deeply moving story about his experiences on the road across Canada was a magnificent opener for the DFK International Annual Conference."

 **Martin Sharp**
Executive Director DFK International, London, England



"John's keynote message of determination and his great story telling skill in encouraging people to develop a 'stick with it' attitude was a perfect fit for Domino's. Our people felt they were a part of the 'journey' as they learned the true meaning of perseverance. They could feel the energy that was harnessed in building a winning team."

 **Ken Sewchand**
Domino's Pizza

"Compelling and inspiring...a dedicated father demonstrates how a powerful commitment can make a difference."

 **Lloyd Robertson**
Former CTV National News Anchor

To Book John:



Explore John's Presentation at

JOHNDAVIDSON.CA