



Helping businesses, leaders, teams,  
and individuals experience and sustain  
a maximized life with maximized results.

## Ty Howard's In-Depth Preparation

### Personal Preparation

- Ty is not just a great motivational speaker – his topics cover motivation and healthy habits development, accountability and adaptability, strategic planning and behavior intervention, communication and collaboration, change management and team building, diversity and inclusion, leadership and management development, sales and time management, respect and kindness, resilience and well-being, peak performance and employee morale, excellence and attitude improvement, bullying and harassment prevention, suicide awareness and prevention, enhancing business and work relationships, and achieving desired outcomes and maximized results. His presentations are constantly evolving to fit the ever-growing needs of your evolving group and workplace.
- Ty subscribes to leadership and business magazines and several online leadership and business newsletters and buys current leadership and business development books, which he scans for key current strategies and ideas to tie into his sessions and PowerPoint slides.
- Ty constantly upgrades his A/V support and technology for the evolution and success of all his presentations.
- Ty constantly works at upgrading his continual learning products and resource materials, as well as his craft as a seasoned professional keynote speaker.
- Ty took a series of improvisational acting classes at a local community center.
- **Ty has the credentials to back up his message:**
  - Founder, Principal, and Chief Strategist of InspiraGen Institute (25+ years)
  - Founder, CEO, and Editor-in-Chief of the online magazine, *MOTIVATION*
  - U.S. Military Veteran, Navy (10 decorated, honorable years of service)
  - Successful entrepreneur and business leader of nine growing businesses
  - Former College Adjunct Professor on Public Speaking & Presentation Skills
  - Best-selling author, and published author of 400+ expert contributor articles
  - Community Philanthropist and Humanitarian
  - Founder and CEO of the Baltimore Worldwide Speakers Bureau
  - Founder, CEO, and President of Knots Free Publishing and Knots Free Media
  - Founder of the You Were Born to Be G.R.R.R.R.E.A.T.!!!!™ Academy for Teens
  - Owner of the registered trademarks *Untie the Knots®* and *You Were Born to Be G.R.R.R.R.E.A.T.!!!!™*

#### InspiraGen Institute

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- Ty keeps his speaking schedule at approximately 70 speaking engagements per year to give himself the time, energy, and motivation to stay on the cutting edge with his content, and to research his clients properly.

### Pre-Speech / Program Presentation Preparation

- Ty's Pre-Program Questionnaire (PPQ) is the focal point around which he is able to customize his presentation to the client's specific needs. Here's how Ty uses it:
  - He visits the client's website and prints out relevant information.
  - Then Ty makes his first client call to discuss the PPQ and the client's expectations and to design the first rough draft of slides.
  - Ty gets the meeting program agenda to see if key executives are speaking before him. If so, Ty asks for copies of the executives' speeches so he can build key points/phrases into his program.
  - He then e-mails tentative program slides based on the first PPQ call and his research above.
  - Ty then makes his second client call to go over his slides and presentation.
  - Ty e-mails his handout materials to the client to distribute during his program to be used as a reference and continual learning tools after his presentation.
  - Ty conducts an on-site meeting (at the actual meeting or event location) with the client in the evening before or the morning prior to his presentation for any current information on what's happening at the meeting.
  - For half-day or greater programs, Ty does field research by visiting the client's business location.
- Ty is always accessible; returns calls quickly, and is patient, even with demanding clients.

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### At The Speech / Program Presentation

- Ty is well-prepared.
- He checks out the venue and meeting room in advance.
- He sticks to the time schedule.
- He respects the audience – does not talk down to them, etc.
- Ty is down-to-earth and approachable with clients (not a prima donna).
- His highly interactive, entertaining speaking style with strong content is practical and immediately useable by audience members.
- Ty DOES NOT sell products or services from the platform without client permission and then for only about one minute.

### Post-Speech Follow-Up

- Ty believes that building successful long-term relationships with a client depends as much on what he does after his presentation as on the presentation itself. Here are some of his key follow-up strategies:
  - A thank you letter is sent to the meeting planner.
  - Our professional business office team at InspiraGen Institute will take any feedback and ensure your experience with Ty is up to and beyond your expectations.
  - Ty will call to follow up on any potential future speaking engagements, training, or consulting opportunities discussed at the event with management or the meeting planner.

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### Intangibles

- Ty strives to create *Green and Growing moments* and maximal results with his clients.

Here are some of the ways Ty achieves that:

- He has high-quality, successful video demo clips.
- Immediate responsiveness to requests for availability and holds.
- Ty is a bestselling author – many product options are available to serve as reinforcement and added value to his presentations or sessions.
- Ty has an extensive client and reference list that shows his 25 years of experience speaking to and training professionals (C-level executives, directors, managers, emerging leaders, healthcare professionals, engineers, scientists, sales groups, real estate professionals, employees at all levels, and more) in over 56 industries on accountability, leadership, innovation, strategic planning, change management, teamwork, communication, collaboration, emotional intelligence, effective listening, resilience, diversity, inclusion, generational differences, customer service, sales, time management, respect, and well-being.
- Ty is reliable – he has not missed one speaking engagement in 25 years and has delivered over 3,500 paid professional presentations.

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