



David Larrick Smith

Inspirational Speaker, Author, Consultant

You **CAN** Make A Difference!™

Biography

A catalyst is defined as a person or thing that precipitates an event or change; David Larrick Smith is just such a person.

Mr. Smith is a premier inspirational speaker and thought leader in the field of personal and business development. Known for his success as a top producing salesman, educator, community advocate, and entrepreneur, David brings real world solutions, tangible tactics, and old fashion “good” sense to every program he produces. With the recent release of his highly anticipated self-help book: **“Straighten Up And Fly Right! - Unlocking Your Full Potential** he is sure to add the title best selling author to his credits.

Drawing on 15 years of experience as a business development consultant, David delivers compelling thought provoking presentations that have inspired thousands. He has conducted trainings throughout the US, Canada, and Europe where his audiences have learned specific strategies on how to: overcome mental obstacles to personal success, eliminate F.E.A.R., generate personal momentum, and improve interpersonal and professional relationships. His personal mission and ultimate goal is “to change the world for the betterment of mankind, by helping people to manifest their GOD given potential.”

As an undergraduate student at (C.U.N.Y.) Brooklyn College, David became a successful entrepreneur, as co-founder of **City SK8** (pronounced City-Skate) **Productions, Inc.**, an outsource marketing firm servicing the Action Sports Industry in 1992. Under David’s leadership, City Sk8 Productions, Inc. became a catalyst for growth in the action sports industry. A major focus for David and City Sk8 Productions, Inc. was working with civic and non-profit organization to create opportunities for under-privileged youth in the tri-state area (NY, NJ, CT). In 2006 David wrote a new chapter in is philanthropic biography by founding the **SMITH Foundation for Excellence.**

The mission of the David G. and Alyce P. SMITH Foundation for Excellence is to help as many people as possible succeed in the game of life. The Foundations over-arching goal is to contribute to the betterment of the community and society by helping individuals to internalize personal development information, the concept of personal & social responsibility, success theory vs ©Degree Theory, and universal law.

David is a valued and trusted resource for dozens of professional and civic organization, including: The City of Dallas Parks and Recreation Department, The City of Garland Office of Neighborhood Vitality, and the City University of New York Brooklyn College. David is also active as a volunteer serving as a community organizer for USAService.org; a member for the Garland Independent School Districts’ African American Advisory Committee, Toler Elementary Campus Improvement Team, and the Waterview Homeowners Association Advisory Committee, in Rowlett, Texas.

David is a Garland, Texas native and proud graduate of South Garland High School. He received a BA in Sociology from (C.U.N.Y.) Brooklyn College in 1994, and is currently sole proprietor of David Larrick Smith Enterprises a personal development consulting firm based in Rowlett, Texas.

To schedule David for your next event, contact:
Michele I. Stoute, Business Manager at
miss@davidlarricksmith.com or call 214.316.7871

For more Information visit:

www.DavidLarrickSmith.com

You CAN Make A Difference™



David Larrick Smith

Inspirational Speaker, Author, Consultant

You **CAN** Make A Difference!™

Workshops and Keynotes

Developing The Winning Edge Series™

is a dynamic educational suite of workshops based on the Winning Edge Principle which states: "*Small changes in your efforts can equate to huge differences in your results!*" This series utilizes an "inside - out" teaching methodology that helps individuals to master themselves and increase personal productivity, which reciprocally affects organizational profitability.

Developing The Winning Edge™ for Personal Effectiveness

The human animal is the most advanced species on the planet; yet, most people do not know how to get the most out of themselves. Most people spend the majority of their lives in personal mediocrity and financial poverty, and never realize their full potential. ***Developing The Winning Edge™ for Personal Effectiveness*** is a workshop that focuses on the specific skills, tactics, and success principles that are timeless and have been proven to create excellence in those who use them.

Developing The Winning Edge™ for Sales Success

The difference between mediocre sales people and great sales people is very small. Great sales people do the right things on purpose all the time. Statistics show that 80% of the sales production will come from 20% of the department. ***Developing The Winning Edge™ for Sales Success*** is designed to teach industry best practices in a compelling educational capacity that triggers the "success instinct" in attendees.

Developing The Winning Edge™ for Customer Service

Differentiation is one of many keys that will unlock the vault of customer acquisition. Today customer service for internal and external customers alike is so bad that all you have to do is be mediocre and you can stand head and shoulders above your competitors. ***Developing The Winning Edge™ for Customer Service*** will show your company how to be the exception to the rule.

Finding Your Passion

The ***Finding Your Passion*** workshop is a compelling soul stirring program that moves participants toward high achievement and self fulfillment while addressing the age old adage: "Why am I here?" Armed with time tested solutions, Natural Laws, and 15 years of personal development success, David leads attendees through a life changing experience that will help them to manifest their GOD given talents.

The Power of Goals - Goal Setting 101

Goal Setting is one of the most rudimentary and most under-used concepts in all of personal development. Most people today are "unconsciously-incompetent" they don't know, that they don't know! ***The Power of Goals*** teaches participants to awaken their dormant achievement skills, and how to program their human (GPS) Goal Producing System for maximum performance.

All programs are tailored to fit your organizations specific needs. Custom programs are available.

To schedule David for your next event, contact:
Michele I. Stoute, Business Manager at
miss@davidlarricksmith.com or call 214.315..7871

www.DavidLarrickSmith.com

You **CAN** Make A Difference™



David Larrick Smith

Inspirational Speaker, Author, Consultant

You **CAN** Make A Difference!™

Testimonials

"David has given me hope! I have always felt that I was too old to start over. He has inspired me to pursue my dreams! He helped me to drop the bag of rocks that I have carried around for so many years. I now understand and believe that it's not over until I say it's over! He is wise beyond his years, and I am so grateful to have met him!"

Richard J. (57 years young!)
Senior Sales Professional

"David was inspirational and invigorating, he gave my team and I a new sense of empowerment with his thought provoking presentation. His ability to find the greatness in all my staff and myself will keep inspiring me to never accept things at face value, but to look deeper inside people for their fullest potential."

David genuinely cares about people and he has a deep routed passion for greatness and the uncommon."

Jonathan E. Forgione, Officer Financial Center Manager
Washington Mutual

"You are a gifted speaker who has the talent needed to capture your audience's attention. Your passion about your own life and effective use of humor combine to create a great presentation. The kids were really with you and were listening. I will ask for their feedback next week, but the few that I saw after class said, "I really liked him!" (a big complement from a teenager). David, please come back to NDHS. Thank you for giving us your valuable time yesterday, and for sharing your passion with my kids."

Mary Brown, School Teacher
North Dallas High School

"I was very pleased with the level of service and attention to detail David gave to our training. The information was relevant, tangible, and readily implementable in our sales organization. As impressed as I was with David's presentation and style, I was equally impressed that David did the little things well...he did things he didn't have to do! He thoroughly exceeded my expectations! We will have him back often."

Eric Elijah Williamson, Team Manager
Centex Home Equities

"I've seen plenty of people that were good speaker, but not good teachers. David communicates and teaches! He creates an atmosphere of uncommon optimism and contagious enthusiasm for learning and personal development that leads to success. I've been in the hospitality industry for years, and I have seldom met a presenter with the skill and passion that David has. He is a phenomenal educator and professional."

LaChelle Evans, Director of Sales
Wichita Convention and Visitors Bureau

"Thanks for making a great presentation. Well done!"

Referring to the presentation: **The Lost Art of Customer Service**, produced for the Garland Noon Exchange Club

John Rogers, Vice President
State Bank of Texas

To schedule David for your next event, contact:
Michele I. Stoute, Business Manager at
miss@davidlarricksmith.com or call 214.316.7871

For more Information visit:

www.DavidLarrickSmith.com

You CAN Make A Difference™



David Larrick Smith

Inspirational Speaker, Author, Consultant

You **CAN** Make A Difference!™

Room and Audio/Visual Setup

Having the right environment for learning is crucial. Proper setup of your meeting room will optimize the education process and maximize success. Below are some ideas that may add to the quality of your meeting.

House Keeping: Please ask attendees to turn off pagers, cell phones, and other portable electronic devices before the presentation

1. Meeting rooms with limited outside sources of light (bright sunlight) are preferable. Outside light may be distracting and interfere with audio visual presentations. To the extent possible, lighting control would be helpful if multi-media is used.
2. A wireless lavalier microphone is preferable. David will engage the audience and move through the room.
3. Studies have proven that when the presenter is illuminated more than the audience, listeners can hear better and are less distracted. If possible use a dark backdrop. Highlighting the presenter against a dark backdrop, will make the audience focus.
4. Please provide a data projector and screen for all Developing The Winning Edge Series™ programs. Make sure that A/V technical help is available and that there is a fresh projector bulb or a spare projector available. Consider having a DVD/CD/MP3 player connected to the sound and projection system.
5. One hour before the presentation, David will meet with the A/V expert to review the lighting, sound, and projection.

To schedule David for your next event, contact:
Michele I. Stoute, Business Manager at
miss@davidlarricksmith.com or call 214.316.7871

For more Information visit:

www.DavidLarrickSmith.com

You **CAN** Make A Difference™



David Larrick Smith

Inspirational Speaker, Author, Consultant

You **CAN** Make A Difference!™

Introduction Copy

Directions for the person introducing David:

Energy is very important when presenting a speaker. Please familiarize yourself with this introduction so that you can develop a level of comfort that will allow you to relay a sense of excitement and enthusiasm to the audience...just be yourself. Thanks

A catalyst is defined as a person or thing that precipitates an event or change; David Larrick Smith is just such a person.

Mr. Smith is a premier inspirational speaker and thought leader in the field of personal and business development. Known for his success as a top producing salesman, educator, community advocate, and entrepreneur, David brings real world solutions, tangible tactics, and old fashion “good” sense to every program he produces. With the recent release of his highly anticipated self-help book: **“Straighten Up And Fly Right! - Unlocking Your Full Potential”** he is sure to add the title best selling author to his credits.

His personal mission and ultimate goal is “to change the world for the betterment of mankind, by helping people to manifest their GOD given potential.” His philosophy in life: *You **CAN** Make A Difference™*

Please help me welcome our speaker **“The Catalyst”** Mr. David Larrick Smith.

To schedule David for your next event, contact:
Michele I. Stoute, Business Manager at
miss@davidlarricksmith.com or call 214.316.7871

For more Information visit:

www.DavidLarrickSmith.com

You **CAN** Make A Difference™