

# You need to start building tomorrow's leaders today.

Book the guy who has lived it and done it.



Cory Bouck is the Business Director for the Asia-Pacific region at Johnsonville Sausage. He is also an author, keynote speaker, and an expert in building leaders - a reputation he has earned over twenty five years of leading in the military, in business, and in politics. He is a graduate of and former leadership instructor at the U.S. Naval Academy and is a former Naval Flight Officer.

Cory led award-winning brand and event marketing teams at General Mills, Newell-Rubbermaid, and Johnsonville Sausage. He is the author of *The Lens of Leadership: Being the Leader Others WANT to Follow*, and the creator of the Serve-Build-Inspire® leadership development method.

When choosing a professional speaker for your next event, you'll find no one more capable of motivating-or re-igniting-your audience's desire to achieve greatness than Cory Bouck.

Cory has been speaking publicly and inspiring others-as a military officer, leadership and ethics instructor, marketing and sales leader, organizational development professional, and politician-for over twenty five years.

Whether your audience is 10 or 10,000, in North America or abroad, Cory Bouck will deliver an inspiring message filled with practical, "right now" application for your meeting or conference. Cory will study your organization and conduct personal interviews to understand your business and your people so he can connect quickly and deliver a customized message.

Cory has worked in over twenty countries in Europe, Asia, and South and Central America, so he is culturally fluent and "global-ready." His Serve-Build-Inspire® theme touches the universal human desire to live a life of impact and achievement.

Cory's speaking philosophy is to use his passion for greatness and the power of real-life stories to entertain and inspire your audience to find it within themselves to deliver extraordinary results.



## Sample Program Topics:

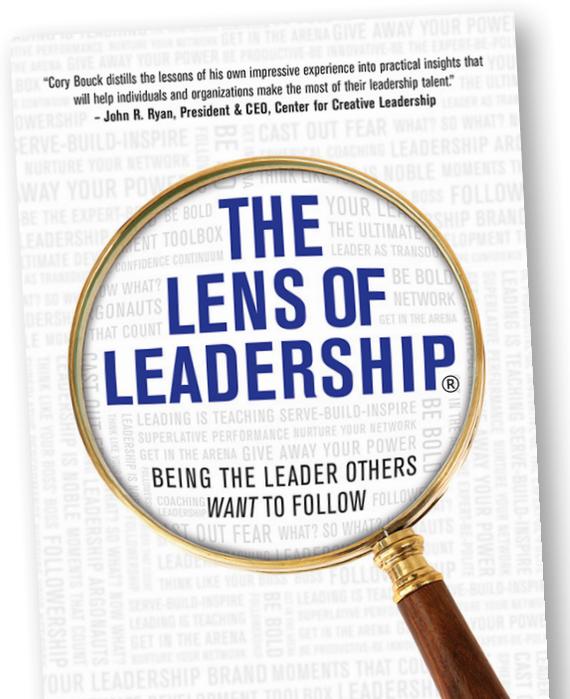
- Followership You Can't Lead Without It
- Inspiring Others Leading Employees to Be Like Hybrid Cars
- Loyalty, Integrity, and Initiative Seeing Success Through *The Lens of Leadership*®
- Navigating Change Like a Champion
- Seeing Accountability Through *The Lens of Leadership*®
- Recruiting and Hiring Great Leader-Followers
- Leadership Serve, Build, Inspire®
- Building Your Personal Leadership Brand
- Culture as a Powerful Business Tool
- Accountability Live It, Get It
- Inspire Others by Succeeding in Moments That Count

### Booking Information:

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Cory Bouck LLC  
is a veteran-owned  
business



**“Read this book and you, too, will lead at a higher level.”**

Ken Blanchard, coauthor of *The One Minute Manager®* and *Great Leaders Grow*

**“...the playbook for building any kind of championship team.”**

Boomer Esiason, NFL quarterback;  
Chairman, Boomer Esiason Foundation

**“...see serious positive results”**

Admiral Joseph W. Prueher, former U.S.  
Ambassador to the People's Republic of China

**“Bouck gets it.”**

Joseph Grenny, coauthor of the international  
best-selling *Crucial Conversations*, and *Influencer*

“Cory Bouck distills the lessons of his own impressive experience into practical insights that will help individuals and organizations make the most of their leadership talent.” - **John R. Ryan, President & CEO, Center for Creative Leadership**

“The Lens of Leadership is the playbook for building any kind of championship team.” - **Boomer Esiason, NFL quarterback; Chairman, Boomer Esiason Foundation**

“Bouck gets it. Skill without character is manipulation, not influence. This book will help you greatly expand your capacity to generate real and lasting influence.”

- **Joseph Grenny, coauthor of the international best-selling *Crucial Conversations*, and *Influencer***

“You'll gain enormous insight into what it takes to become an even better leader and, just as importantly, to develop the untapped leaders around you” - **Michael Zuna, Executive Vice President, Chief Marketing and Sales Officer, Aflac, Inc.**

“The Lens of Leadership® gets it right The best leaders know how to share power to get more done.” - **Joe Larocci, CEO of the Robert K. Greenleaf Center for Servant Leadership**

“Where in the hell was this book 15 years ago? It will definitely put your career in the ‘fast lane.’” - **Randy Bernard, CEO, Indy Racing League**

“The Lens of Leadership's ‘Serve-Build-Inspire®’ model is just the tool to build America's future leaders.” - **Ed Rendell, former Governor of Pennsylvania and Chairman of the Democratic National Committee**

“Apply its principles to any organization, and you will see serious positive results” - **Admiral Joseph W. Prueher, former U.S. Ambassador to the People's Republic of China**

“Cory Bouck's Lens of Leadership® principles are time-tested, and his timing is perfect.” - **Matt Blunt, former Republican Governor of Missouri; President of The American Automotive Policy Council**

“This powerful, practical book shows you how to create, lead, manage, and motivate a team of high-performing people - in any business.” - **Brian Tracy, professional speaker, international best-selling author, entrepreneur, and success expert**

“If America's younger workers can adopt Cory Bouck's ‘Serve-Build-Inspire®’ model, they will strengthen the companies that create great jobs for American families.” - **Dr. Donnie Horner, Education Commissioner, City of Jacksonville, Florida**

“This incredible tool kit delivers” - **Jason Jennings, NY Times best-selling author of *Think Big-Act Small, Less Is More, Hit The Ground Running and The Reinventors***

“The Lens of Leadership® will ensure you convert what you learn from this book into better behaviors that deliver better results.” - **Dr. Donald Kirkpatrick, creator of the four “Kirkpatrick Levels” for evaluating the effectiveness of corporate training programs**

“The Lens of Leadership® will help you become a leader that others will eagerly follow to create great results.” - **Ralph C. Stayer, Owner and CEO, Johnsonville Sausage**

“The Lens of Leadership® explains how the ski I Is of great followership build better organizations today and better leaders tomorrow.” - **Peter Nicholas Lengyel, President & CEO, Safran USA**

“This book is a blueprint designed to bring leadership and character together” - **Dr. Mark Huberty, DDS, Chairman, American Dental Association's Global Mission of Mercy; Deputy Regent, International College of Dentists**

“If you are a leader today and you don't understand how to be a follower at the same time, The Lens of Leadership® should be the next business book you read.” - **Chuck Goddard, President & CEO, Marinette Marine Corp.**

“The Lens of Leadership® brilliantly provides you with your own personal leadership coach. Read it now. You simply can't afford to wait until tomorrow.” - **Christopher Olsen, Hollywood screenwriter, and producer of the upcoming feature *Lombardi*.**

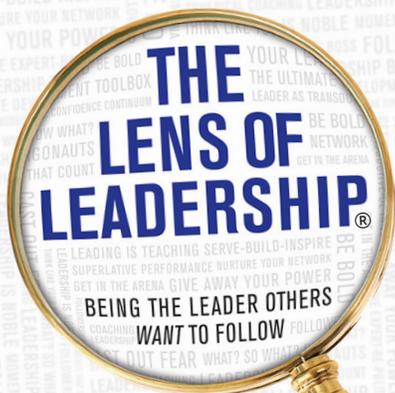
“Looking at your skills through The Lens of Leadership® will focus your development, magnify your impact, and set your career on fire” - **Patrick Snow, international best-selling author of *Creating Your Own Destiny and The Affluent Entrepreneur***

“Cory Bouck speaks from and to the heart of leadership” - **Dr. Robert O. Brinkerhoff, creator and best-selling author of *The Success Case Method*, and internationally-recognized expert in training effectiveness and measurement**

“I encourage anyone interested in fully developing as a leader to use this book as a practical guide and personal coach.” - **Kevin D. Wilde, Chief Learning Officer, General Mills; author of *Dancing with the Talent Stars: 25 Moves That Matter Now***

“The Lens of Leadership® is a phenomenal book. I wish that I had Cory's book early in my career. Here comes a much-needed best seller” - **Neal Whitten, best-selling author and project management expert**

“Cory Bouck distills the lessons of his own impressive experience into practical insights that will help individuals and organizations make the most of their leadership talent.”  
- John R. Ryan, President & CEO, Center for Creative Leadership



**THE LENS OF LEADERSHIP®**