

Ross Mackay

# Ideas in Action

## Concept to Completion

**“Successful people are not necessarily smarter than anyone else, *they are simply more effective.*”**

Ross Mackay is a keynote speaker who specializes in enhancing the effectiveness of executives and management teams.

By helping them harness the power of their intellect through a logical process, they develop their ideas from concept to completion.

The process replaces the uncertainty of intuition and instinct, and provides the tools needed to:

- crystallize ideas much faster
- achieve reliable results
- accelerate corporate creativity

As a speaker, trainer and consultant for over 20 years, Ross Mackay has informed and inspired audiences of various cultures in 34 countries around the world.

*“I was particularly impressed with the many new concepts you introduced to help us improve our lives by better managing our ideas. As the meeting planner, I was thrilled with your presentation. Thank you.”* Mike Dalton, Pittsburgh, PA



Ross Mackay is a native of Scotland who immigrated to Canada as a young man. Since then he has traveled extensively throughout the world assimilating a wealth of international experience that he brings to bear in all his programs.

A professional speaker who brings his natural enthusiasm and love of laughter to every platform, Ross leaves his audiences with lasting skills that will improve their efficiency and effectiveness.

He has spent much of his life in Engineering and Sales, and is an established author who has written 4 books, 2 audio programs and dozens of magazine articles.

Each year, Ross Mackay accepts a limited number of clients for individual coaching in personal effectiveness.

# Our Most Requested Programs

*Available as Keynote Speeches and Workshops*

## **An Idea is a Terrible Thing to Waste**

Don't leave that idea just sitting there, DO something with it..!! The principle reason most companies don't operate at their peak performance is that they don't know how to develop and implement their best ideas. Ross can teach you how to use this unique system that harnesses the power of the intellect for dramatic and permanent results. This will inevitably lead to increasing corporate profitability as well as higher levels of personal and professional accomplishment.

## **The REAL Secret of Sales Success**

This is where it all started. In his own record-setting sales career and in guiding others to the same level of achievement, Ross has used this system to help professionals increase their sales volume dramatically and permanently. It goes far beyond goal setting and identifies how you can actually achieve your goals.

## **Humor is No Laughing Matter**

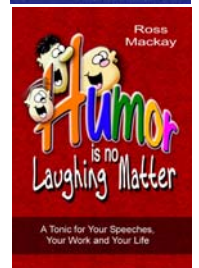
Laughter really is the best medicine. It exercises the lungs, increases oxygen in the blood stream, and stimulates endorphins to reduce pain. Humor also a powerful tool for improving the health of a business. It creates happier and healthier employees in a more relaxed and stress-free workplace. All of which results in reduced absenteeism, increased staff retention, and higher production and profitability.

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## **Learning Resources**

**“Rules are Made to be Broken”**. An audio program that will challenge the way you think by identifying the rules that may be limiting your personal and professional growth.

**“Humor is No Laughing Matter”**. An enjoyable book that is dedicated to helping you reduce your stress levels and increase your fun at home, at work and at the lectern.



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***Book Ross Mackay today to ensure the success of your next meeting or conference.***

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