



# Top 10 Reasons to Hire ROB BIESENBACH

1

**You understand that motivation is a tool, not a goal.** Yes, Rob's talks are engaging and inspiring — even fun. But he recognizes that motivation is simply a means to an end. **You want real-world results, like better performance, faster growth, stronger leadership.** After all, you wouldn't hire a motivational plumber to stop your kitchen from flooding or a motivational CPA to keep you out of jail, would you?

2

**You want an expert, not just a speaker.** Rob's been working in the field of communications for decades. **He's helped hundreds of leaders persuade, sell and compel** — as a consultant, a top PR agency VP, press secretary to an elected official, and a nonprofit executive. And **he's authored three popular books** that use communication principles from the world of show business to help people succeed in their business.



3

**You want ideas backed by evidence.** Armed with the facts, Rob disarms his skeptics, demonstrating that **there's nothing "soft" about communications skills** — they're based on hard evidence. Scientific evidence. Which he won't stop citing until Phil in Accounting is 100% convinced. *"I see you back there, Phil! Unknit that brow!"*

4

**Your people want substance they can sink their teeth into.** You don't want people walking out of your events thinking, "That was fun, but where's the beef?" (Or the equivalent sentiment for people under the age of 40. "Taste the rainbow?") Don't sweat it. **Rob's programs are packed with substance.**



**5****But they want to have fun in the process.**

As a Second City-trained actor, Rob practices the principles he teaches, bringing a little show business style to the subject of business communication. His **programs are as entertaining as they are informative**, with plenty of engagement, interaction and humor built in. One pooped PR person tweeted, *"Rob Biesenbach is better than coffee."*

**6****You're looking for down-to-earth solutions, not pie-in-the-sky theories. Busy professionals don't have time for convoluted 20-step processes or arcane academic theories.**

They want practical solutions they can implement right away. Rob's lessons are grounded in the real world and road-tested with actual clients. He never has to go Googling for case studies.

**7**

**You believe that content is king.** When it comes to presentation skills training, too often the focus is on the mechanics of delivery technique. *"What do I do with my hands?"* As a veteran speechwriter, Rob knows that a great speech begins with great content. **He'll help your people focus their priorities and shape the substance into something that audiences will actually care about and understand.** Then he'll tell them what to do with their hands. *"Less of that, please!"*

**8**

**You want someone who understands your business and its needs.** With a diverse background spanning corporate, nonprofit, association and government, **Rob is fluent across a range of industries, professions and issues.** Chances are, he's been there and done that. But if he hasn't, he'll fix that quick, getting to know you, your business and the audience in-depth. As a longtime PR pro, that skill comes with the territory.

**9**

**You believe that off-the-rack is for suits, not speakers.** Rob works with you to design a **program that's tailored to your group's needs, giving you plenty of options** for content and format and ensuring the material is as close-fitting as a luxury Italian suit.

**10**

**Change you can believe in: programs that transform.** Years after his programs, **participants approach Rob to let him know how much his insights have transformed the way they communicate** and helped them sell more, lead better and win over any audience. In one company, his name has officially become a verb: *"I'm going to Biesenbach this presentation!"*

**Book Rob Biesenbach to Help Your Leaders  
Persuade, Sell and Compel  
Call 773-669-4604 or Email [rob@RobBiesenbach.com](mailto:rob@RobBiesenbach.com)**