



Doug Kelley is an Assertive Communications consultant, trainer, and coach who helps business professionals in Assertive Communication Skills, Assertive Leadership Skills, Assertive Team Skills, and Assertive Customer Service. Doug is available for customized in-house training, tailored keynotes, breakout sessions, boot camps, retreats, coaching, and consulting.

Inside...

- About Doug Kelley
- What People are saying about Doug
- Speaking Topics
- Speaking Agreement (Fees, etc.)

About Doug Kelley CH, CSL

Speaker • Author • Coach • Consultant

Vision and Life's Work: *"To empower the human spirit by helping others to overcome self-limiting mindsets and behaviors, and find more meaning, success, and happiness in life and career."*



Doug started his career with humble beginnings over 20 years ago in the office equipment business where he serviced office copiers, fax machines, and computers. Doug was rated among the top 5% of service technicians in the country. He then moved into sales where he closed the biggest single sale in his company's history.

In 1990, Doug founded his own office equipment dealership from scratch and sold it six years later for ten times his startup cost. Doug then took a position as an Investment Rep for a national brokerage firm where he increased his

office's assets under management by 1000% in the first year.

Doug left the financial industry in 2000 to pursue his love of speaking and writing. In June 2000, he published his first personal growth book (*The Game Rules for Life*), and spent a year traveling the United States and Canada presenting four seminars a week for a popular software company.



In 2001, Doug founded *Empowered Recovery*, a unique self-help program and website for the family and friends of alcoholics.

For the last several years, Doug has traveled the U.S. extensively (including Puerto Rico) speaking to and training thousands of managers, supervisors, and other professionals in Assertive Communication and Assertive Leadership skills, among others.

Doug's effectiveness comes from a blend of his easy going and conversational style, with enthusiasm, passion, humor, and spontaneity. Doug is not afraid to ask or address tough questions and issues, but does so kindly and with deep respect for an individual's "humanness." Above all, Doug's objective is *"to provoke to thought, and perhaps disturb to action"* by helping his audience look at challenges in a different way than before. Doug engenders an environment ripe for self-discovery and personal growth that will motivate your staff to smash through the barriers that hold them back. The result is empowered professionals with improved performance.

Doug is available for customized in-house training, tailored keynotes, breakout sessions, boot camps, retreats, coaching, and consulting. If you are looking for someone who can address tough issues in a professional manner, then contact Doug Kelley for more information.

The very best way to determine the right speaker for your organization is to call the speaker. Doug invites you to call him to discuss whether or not he can be of service. Doug has addressed audiences as large as 5,000, but only accepts bookings that he feels are a good match with his expertise. Therefore, you can rest assured that you get exactly the speaker that best serves your organization. Doug can be reached at (941) 740-2900, or e-mail him at doug@dougkelley.com.

What Are Audiences Saying About Doug Kelley?



- **"Engaging!"**
- **"Dynamic!"**
- **"Upbeat!"**
- **"Inspiring!"**
- **"Encouraging!"**
- **"Thought-Provoking!"**
- **"Personable!"**
- **"Professional!"**
- **"Passionate!"**
- **"Motivating!"**
- **"Knowledgeable!"**
- **"Great Communicator!"**

"Doug, you have an awesome grasp on the concepts which was evident by the way you gave examples and modeled conversations. Thank you! What a great Communicator!"

Vera Miller, Senior Training Manager, Discover Card, Phoenix, AZ

"Mr. Kelley is a dynamic speaker who does an excellent job capturing the attention of the room."

Ben Grisinger, HR Manger, Dover, DE

"Very good seminar because you, Mr. Kelley, love what you do and it shows!"

Tiama Smith, Dental Assistant, Norfolk, VA

"On a scale of 1 to 10, Doug Kelley is a 20!"

Janet Jones, CS Mgr., Fredericksburg, VA

"Doug left me with a positive feeling running through my veins. He's infectious! It would be great to have him just walk around my company and talk to everybody. Hello positive reality check!"

Ben Strader, Client Services, Hoover's Online, Austin, TX

"Doug was as close to perfect as I would say is possible. Great job!"

J. Mark Gill, Manager, Lacks, Killeen, TX

Speaking Topics

- Assertive Leadership Skills
- Assertive Communication Skills
- Unacceptable Behavior
- Personal and Professional Relationship Skills
- Exceptional Customer Service
- Personal and Professional Empowerment
- Alcoholism



Contact Information



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SPEAKING / TRAINING ENGAGEMENT AGREEMENT

(Please *Print* Clearly and Fill Out Completely)

CLIENT INFORMATION

Organization: _____ Website: _____
 Contact Person: _____ Title: _____
 Contact E-Mail: _____ Phone: _____ Primary
 Physical Address: _____ Cell #: _____ Primary
 City, State, Zip: _____ Fax: _____
 Billing Contact: _____ Title: _____
 Billing Address: _____ Phone: _____
 City, State, Zip: _____ Fax: _____

EVENT INFORMATION

Program Number	Date	Location (City, State)	Topic	Number Of Attendees*	Program Type
1					<input type="checkbox"/> Workshop <input type="checkbox"/> Breakout <input type="checkbox"/> Keynote
2					<input type="checkbox"/> Workshop <input type="checkbox"/> Breakout <input type="checkbox"/> Keynote
3					<input type="checkbox"/> Workshop <input type="checkbox"/> Breakout <input type="checkbox"/> Keynote
4					<input type="checkbox"/> Workshop <input type="checkbox"/> Breakout <input type="checkbox"/> Keynote

* Please fill in if known. Approximate figures are fine.

TERMS AND PROVISIONS

This agreement between Doug Kelley, Kelley Training Systems, Inc. (Speaker) and Organization above (Client) is for professional training/speaking services to be rendered on the dates and times shown above, and includes the following Terms and Provisions:

PROFESSIONAL FEE

Half Day (up to 3 Hours): \$2,000 (includes most expenses—see below), plus airfare or mileage.
 Full Day (up to 6 Hours): \$2,500 (includes most expenses—see below), plus airfare or mileage.
 Successive Half / Full Day: \$2,000 (must be subsequent and consecutive training day following a Half or Full Day)
 Non-Active Days: \$500, plus hotel (non-active days are non-booked “dead” days sandwiched between 2 or more paid speaking/training days).

EXPENSES

The Professional Fee above includes one night of hotel accommodations up to \$150 per training day, all meals, all transportation costs (except airfare), and all personal/incidental expenses.

AIRFARE: Roundtrip coach airfare between Sarasota, FL, and event location. Unless prior arrangements are made, Speaker will book flight at best available rate and invoice Client. Invoice is due upon receipt.

MILEAGE: \$.375 per mile (or the current IRS Standard Rate) roundtrip if Speaker drives to event location.

EXPENSES (continued)

HOTEL: The Professional Fee above includes one night of hotel accommodations up to \$150 per training day. In certain high-cost areas, hotel rates will exceed this limit. In such case, Client agrees to pay Speaker's invoice for the difference, unless other arrangements are made. Client also agrees to cover the cost of any additional night's stay due to program timings, inclement weather that delays a meeting, non-active days, or any non-Speaker related reason.

PAYMENT TERMS

PROFESSIONAL FEE: Upon signed acceptance of this agreement, Client will be invoiced for 50% of Professional Fee, which is due upon receipt as a retainer. The balance will be *due and payable on the final day of the engagement*. This arrangement allows the Speaker to lock and hold the date, as well as to begin work on Client's program. Event date(s) will be held for seven days after the invoice is sent, and then guaranteed when Speaker receives the retainer. A confirmation letter/e-mail will be sent. Please make checks payable to Kelley Training Systems, Inc.

PRE-PAYMENT DISCOUNT: Client may choose to remit the full fee with the first invoice and deduct \$100 as a pre-payment discount.

Yes, we would like to take advantage of the Pre-Payment Discount.

EXPENSES: Any outstanding expenses will be invoiced upon the conclusion of the program. Payment is due within 10 days of invoice.

CANCELLATION / POSTPONEMENT

Once a date is locked, Speaker incurs commitments of time and resources on Client's behalf, well in advance of the program date. Because a cancellation or postponement causes losses, either through time and resource expenditure or because of turning down other engagements for this date, Speaker has found it necessary to include the following cancellation fees:

If the Client cancels event, then the following cancellation fees are due and payable immediately:

0 - 90 days prior to event:	100% of Professional Fee
91 - 120 days prior:	75% of Professional Fee
121 - 180 days prior:	50% of Professional Fee
181 - 360 days prior:	25% of Professional Fee

POSTPONEMENT: If the event is postponed and rescheduled to occur within 30 days of the original event, then 75% of the Professional fee will be applied to the new date, subject to Speaker availability. If the event is rescheduled to occur 30 days to one year after the original date, then 25% of the Professional fee will be applied to the new date, subject to Speaker availability. After one year, 0% will be applied. Client agrees to reimburse Speaker for any costs resulting from changes to travel plans due to the postponement.

MAJOR DISASTERS: In the event of a major disaster or act of nature that prevents Client from holding event, or prevents Speaker from arriving (e.g., airport is closed), 50% of Professional Fee will be applied to new date without time period restriction.

Failing to appear is a "cardinal sin" for a speaker. Therefore, Doug Kelley has never cancelled an engagement, been late, or failed to appear for an engagement. In this unlikely event, Client will receive a full refund of any fees submitted.

CUSTOMIZATION

Speaker will work closely with Client to customize presentation as needed. Speaker will e-mail a Pre-Program Questionnaire after this agreement is accepted to help Speaker deliver exactly the program desired. Client agrees to complete the Questionnaire and return via fax or e-mail within seven days. This will allow Speaker to begin working on the program immediately. The Questionnaire may also be accessed at <http://www.dougkelley.com/articles/ppq.pdf>.

PRESENTATION FORMAT

Presentation will be an appropriate mix of instruction, motivation, inspiration, exercises, and/or role-playing activities unless otherwise advised by Client. Program will include a PowerPoint presentation unless otherwise advised by Client.

HANDOUTS / WORKBOOKS

Speaker will customize handouts/workbooks as required and e-mail a master to Client in Adobe PDF format at least 14 days prior to event. Client agrees to print out a handout/workbook for each attendee. Speaker recommends binding the handouts/workbooks in a 3-ring binder, comb binding, or similar.

AUDIO/VISUAL RECORDING

Speaker encourages professional audio and/or video recording of his presentations with advance notice. Speaker consents to audio/visual recording provided that 1) it be done by a professional technician, 2) Speaker receives the master within 30 days of presentation, and 3) recording is used by Client’s internal staff only and may not be sold or distributed otherwise. Any other type of non-professional audio/video recording is prohibited without written permission of Speaker. Speaker reserves the right to record the presentation.

INTELLECTUAL PROPERTY

All information presented (including any workbooks/handouts) is the intellectual property of Doug Kelley and copyrighted by Kelley Training Systems, Inc. unless otherwise noted by Speaker. All information presented is intended for one-time use by Client unless otherwise agreed and is not to be copied or distributed other than for the purposes of the program.

BOOK OPTION

Speaker extends to Client the option to purchase a copy of “The Game Rules for Life,” for each attendee at a reduced rate of \$8.00 each (plus shipping). Speaker will be available to sign individual copies on day of event, or pre-sign them before shipping. A gift copy will be sent for Client’s review a few days after receipt of this signed agreement. Preliminary information may be found at www.dougkelley.com/products.htm.

PROFESSIONAL-GROWTH RESOURCES

Speaker may choose in some cases to make certain professional-growth materials available for purchase at event. Speaker limits any mention of resources to two minutes or less.

COACHING / CONSULTING

Speaker is available for additional individual or group coaching, as well as general consulting before, during, and after the event, either in person or by telephone. Additional Professional Fees apply.

Yes, please advise us on this possibility

EQUIPMENT / ROOM SETUP

EQUIPMENT NEEDED: Projection screen (8’ x 8’ or larger as appropriate) and a patch to house for sound (if required). Speaker carries his own LCD Projector, Laptop, and wireless Lavalier Microphone.

ROOM SETUP: A Room Setup diagram with more information and complete details will be provided upon acceptance of this agreement, or may be accessed at <http://www.dougkelley.com/articles/avroom.pdf>.

ADDITIONAL PROVISIONS AND/OR AMENDMENTS

AGREED AND ACCEPTED BY:

_____ Date _____
Authorized Signature

_____ Title _____
Print Name

- Please fax this signed agreement to Doug Kelley at 941-624-4468 as soon as possible. No cover sheet is necessary.
- Please do not hesitate to contact Doug at 941-624-4468 or (Cell) 941-740-2900 with any questions.
- Doug is looking forward to working with you!