

CRAIG FRESHLEY

GROUP COLLABORATION GURU

NEED HELP GETTING THE MOST FROM YOUR TEAM? MEET CRAIG.

Craig Freshley is an engaging speaker who has spent the last 20 years helping groups and teams of all shapes and sizes improve their group dynamics and create high-five breakthroughs even in the most challenging circumstances. Having facilitated over 2,000 meetings through his company, Good Group Decisions, Craig uses his broad base of experience to customize his message to connect with, and impact, members of any type of organization.

If you are planning an event for a corporate or purpose-driven audience, Craig's interactive approach will engage attendees and leave them with practical and tangible insights and tools to make them better teammates at work and in life.

Craig's passion for helping teams inspired him to write his book, *The Wisdom of Group Decisions*. This invaluable resource provides over 100 tips and principles that foster effective group dynamics and innovative outcomes.

Craig holds bachelor's degrees in political science and philosophy and a master's degree in public policy. He lives with his family in a cohousing community in the small town of Brunswick, Maine, where he puts collaborative decision-making skills to use every day.



CRAIG'S AUDIENCES WILL LEAVE BETTER EQUIPPED TO:

- Increase group productivity and improve the bottom line
- Reduce or prevent internal team conflict
- Facilitate group meetings for breakthrough decisions
- Cultivate a group dynamic that leads to innovative outcomes

"Working with Craig as the keynote speaker for our annual conference was a joy...On the day and in our post-conference evaluation, our participants made it clear—Craig was a great hit!!"

**—Caroline Oliver, CEO,
International Policy
Governance Association, 2015**

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A FLEXIBLE ARRAY OF SPEAKING SERVICES

Craig is an interactive, engaging, and spontaneous presenter who offers a variety of customizable solutions to meet any group's needs. Craig specializes in keynotes that will kick off your conference with inspiration, and endnotes that will close it out strong while reinforcing and amplifying an audience's takeaways. Whether you hire Craig to present for a large conference group or a more intimate seminar, attendees will leave feeling inspired to apply his practical lessons and tools in their own lives and careers.

KICK IT OFF

Leading Together: The Magic of Group Decisions: Craig's signature keynote is an interactive, conversational event that marries the magic of narrative storytelling and audience engagement to showcase best practices and provide tangible tips to help groups work better together toward innovative outcomes and increased profits.

CLOSE IT OUT

Do you hope your attendees leave inspired by your event? Close the day with a customized, interactive "endnote" from Craig. He will spend the entire event engaging with attendees to ensure the delivery of an energetic unified message at the end along with an event summary document for each attendee to utilize long after they leave.

CUSTOM SEMINARS

Craig's magical keynote and unique endnote presentations are designed to bring large crowds together in support of common goals, but Craig also delivers how-to seminars to conference breakout sessions and smaller groups struggling with specific team dynamics issues. If your conference attendees or internal team members seek collaboration skills, Craig can create a custom seminar to meet that need. Some of the issues he has helped teams overcome include:

- A Broken Meeting Culture: How to Lead Meetings People Actually Want to Attend
- Inefficiency and Lack of Focus: How to Collaborate Better and Increase Profits
- Difficult Personalities: How to Work Best with Challenging Team Members

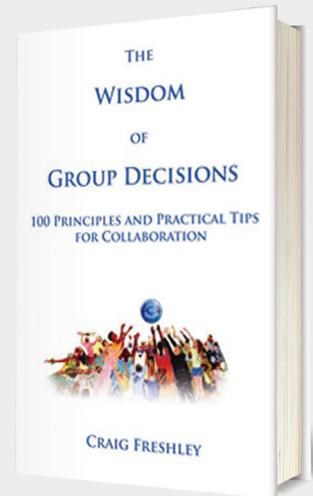
TESTIMONIALS

"Craig's endnote speech helped us reflect on the day as a whole, and helped us draw out key insights and leave the conference with a sense of the main takeaways...A fitting end to an encouraging day!"

**—Diana Scully, Executive Director,
Maine Bar Foundation, 2015**

"I am so excited that I just heard Craig Freshley give a keynote presentation... He is great from a keynote perspective. Your people will enjoy him. His energy is terrific, and his message is even more stunning."

—Susan Radwan, Leading Edge Mentoring



ABOUT THE BOOK

Group collaboration guru and expert meeting facilitator Craig Freshley has written the must-read book on collaborative decision-making, *The Wisdom of Group Decisions: 100 Principles and Practical Tips for Collaboration*. Packed with insights for innovative group development and decision-making, it provides guidance for all types of organizations to help improve teamwork, collaboration, communication and, ultimately, work better together.