



STEVE FREDLUND

"THE SAFARI DUDE"

SIGNATURE SPEAKING SERIES

"The Safari Way" is a movement expanding the success and happiness of people around the world. Steve Fredlund invites his audiences to engage with their life, work and leadership as an epic adventure. Known as "The Safari Dude", Steve uses his experiences in East Africa as a framework to empower people to clarify their desired experience, get the "right peeps in the jeep", courageously do the "unright" thing, and embrace the ups and downs that are part of every safari adventure.

THE SAFARI WAY TO BUILD A POWERFUL ORGANIZATION

THE SAFARI WAY TO BUILD EFFECTIVE TEAMS

THE SAFARI WAY TO BE HAPPIER AT WORK

THE SAFARI WAY TO A HAPPIER LIFE

Every talk in the Signature Speaking Series is customized for your audience based on their needs and your goals for the event.



SteveFredlund.com

Steve@SteveFredlund.com | 651.587.5435



STEVE FREDLUND

THE SAFARI DUDE

THE SAFARI WAY TO BUILD A POWERFUL ORGANIZATION

Formats:

Keynote, breakout or workshop
– live, virtual or hybrid

Sample audiences:

Executive leadership, business owners,
nonprofit directors

Sample events:

Leadership conferences, association
annual meetings, corporate gatherings

Steve Fredlund is a long-time actuarial leader who analyzed data on more than 150,000 global employees. The analysis is clear: productivity, engagement and retention are driven by alignment and connection; alignment with the organization's vision and values and connection to other people and the mission. Even more shocking is what does not drive results: SKAs (skills, knowledge, abilities), salary, bonuses, benefits, flexibility and recognition.

Most leaders don't realize what the data tells us about employee motivation; but the great ones do. Powerful organizations are filled with these great leaders who cultivate alignment and connection.

Steve is known as "The Safari Dude" because he has led several safari trips to Kenya, Rwanda and Tanzania. He learned the importance of clarity, intentionality and accepting the unexpected on these African safaris; the same traits that brought him success in Fortune 500 companies, nonprofits and entrepreneurial endeavors.

Throughout this insightful presentation, Steve uses engaging stories from the Serengeti to relay critical insights about building a powerful organization.

The Safari Way is an approach to life, work and leadership that reflects an African safari resulting in epic success and happiness. The Safari Way is grounded in clarity of experience wanted and people needed, intentionality and courage in decision-making, and embracing the ups and downs that are part of every epic adventure.

Does your hiring approach focus on skills, knowledge and abilities above everything else? What emphasis do you place on alignment and connection during onboarding and performance management? How do your leaders cultivate a sense of belonging among employees? Do team members feel like they are an important part of something bigger than themselves?

The average US office worker is productive only 31% of their day. Only 36% of employees are engaged. Nearly 25% of employees voluntarily leave their job every year.

These statistics are daunting, especially when considering they are the most critical people-based drivers of organizational success. Improvement in these results significantly helps the bottom line. But how can we move the needle, especially considering the hiring and engagement challenges most organizations are facing?

After the talk, the audience will:

1. Understand what does (and does not) drive productivity, engagement, and retention.
2. Be challenged to evaluate hiring, onboarding and performance management policies.
3. Be equipped to supplement their leadership training programs to cultivate alignment and connection.



STEVE FREDLUND

THE SAFARI DUDE

THE SAFARI WAY TO BUILD EFFECTIVE TEAMS

Formats:

Keynote, breakout or workshop
– live, virtual or hybrid

Sample audiences:

Managers, small business owners,
nonprofit leaders

Sample events:

Leadership gatherings, association
conferences, new manager training

Steve Fredlund is a long-time actuarial leader who analyzed data on more than 150,000 global employees. The analysis is clear: productivity, engagement and retention are driven by alignment and connection; alignment with the organization's vision and values and connection to other people and the mission. Even more shocking is what does not drive results: SKAs (skills, knowledge, abilities), salary, bonuses, benefits, flexibility and recognition.

This is surprising, largely underutilized insights. We keep hiring based on SKAs because that's what we have always done, that's how Human Resources supports us, and that's how our automated systems are set up. These systems can be efficient and help us CYA, but the reality is they don't work. The skills, knowledge and abilities of those entering our organization is not correlated to their productivity, engagement and retention.

The Safari Way is a paradigm-shifting methodology that increases the effectiveness of teams by focusing on the alignment and connection of each team member. The result is greater employee happiness, productivity, engagement and retention.

Steve is known as "The Safari Dude" because he has led several safari trips to Kenya, Rwanda and Tanzania. He learned the importance of clarity, intentionality and accepting the unexpected on these African safaris; the same traits that brought him success in Fortune 500 companies, nonprofits and entrepreneurial endeavors.

Throughout this fun and energetic presentation, Steve uses engaging stories from the Serengeti to relay critical insights about leadership and building powerful teams.

As the leader of your work safari, how do you get the right peeps in your jeep? Do you feel like you are hiring the right people? Are they sticking around and being as productive and engaged as you hope? How do you work with your current team members to get them more engaged? Do you feel like it's just a numbers game; like if you keep hiring new people you will eventually have a great team? Do you find yourself hoping you will make the right hire? Or hoping that people will start to "get it"? Hope is not a strategy.

The Safari Way is an approach to life, work and leadership that parallels that of an African safari resulting in epic success and happiness. This approach requires clarity about the experience and people we want, courage to make the tough decisions, and leaning into the ups and downs that are part of every epic adventure.

After the talk, the audience will:

1. Understand what does (and does not) drive productivity, engagement, and retention.
2. Be challenged to evaluate hiring, onboarding and performance management methods.
3. Be equipped to cultivated alignment and connection within their team.



STEVE FREDLUND
THE SAFARI DUDE

THE SAFARI WAY TO BE HAPPIER AT WORK

Formats:

Keynote, breakout or workshop
– live, virtual or hybrid

Sample audiences:

All-organization and all-team groups

Sample events:

Team events, new employee orientation,
association conferences

Do you ever wonder why there are jobs you have loved that are really exhausting for little pay and lots of stress? And while some jobs you have hated even though they were pretty easy?

We assume it's because of the manager or the success of the company. Certainly those things can make our work experience better or worse, but dig deeper. Can you really correlate your overall happiness to your manager and the success of the company?

Usually the answer is no.

Steve Fredlund is a long-time actuarial leader who analyzed data on more than 150,000 global employees. The analysis is clear: our happiness at work is not tied to our manager or the success of the company – and it's also not tied to our pay, bonuses, benefits, flexibility or recognition.

Wait, what? We love those things! Surely they make us happier! Well, we prefer them; all things equal we want more of them; and while they may give us a momentary excitement, they do not actually change our happiness. They do not make us more productive or engaged or cause us to stick around longer.

So what is it? This is what we will unpack during this presentation.

Steve is known as "The Safari Dude" because he has led several safari trips to Kenya, Rwanda and Tanzania. He learned the importance of clarity, intentionality and accepting the unexpected on these African safaris; the same traits that brought him success in Fortune 500 companies, nonprofits and entrepreneurial endeavors.

Throughout this fun and energetic presentation, Steve uses engaging stories from the Serengeti to relay critical insights about how we can become happier at work.

The Safari Way is an approach to life, work and leadership that reflects an African safari resulting in epic success and happiness. The Safari Way is grounded in clarity of experience wanted and people needed, intentionality and courage in decision-making, and embracing the ups and downs that are part of every epic adventure.

After the talk, the audience will:

1. Understand the real reasons why they like some jobs and not others
2. Recognize the key drivers of their happiness and unhappiness at work
3. Be equipped to know how to increase their happiness at work



STEVE FREDLUND

THE SAFARI DUDE

THE SAFARI WAY TO A HAPPIER LIFE

Formats:

Keynote, breakout or workshop
– live, virtual or hybrid

Sample audiences:

All-employee groups, independent workers, solopreneurs, students

Sample events:

Agent training, school assemblies, chamber of commerce gala

Have you ever been on a safari? Well, actually, you are on one right now! Like the Serengeti, your life is filled with ups and downs, highs and lows, knowns and unknowns. This is the very nature of safari -- in Africa and in your life. And like an safari, there is a way to make our lives epic, filled with greater happiness. Steve Fredlund is "The Safari Dude" who teaches "The Safari Way" to becoming happier.

The Safari Way is an approach to life, work and leadership that parallels that of an African safari resulting in epic success and happiness. This approach requires clarity about the experience and people we want, courage to make the tough decisions, and leaning into the ups and downs that are part of every epic adventure.

Have you ever been on a safari? Well, actually, you are on one right now! Like the Serengeti, your life is filled with ups and downs, highs and lows, knowns and unknowns. This is the very nature of safari -- in Africa and in your life. And like an safari, there is a way to make our lives epic, filled with greater happiness. Steve Fredlund is "The Safari Dude" who teaches "The Safari Way" to becoming happier.

Have you ever wondered by you are unhappy even in the midst of your good life? On paper everything is great, but inside you are a bit of a mess? You tried so hard year after year to do the right thing, believing those right choices would lead to a happy life; yet here you are with that external good life and internal discontentment. Steve knows that feeling all too well and was fortunate to figure out how to escape what he calls, "The Good Life Trap."

As a recovering long-time actuary, Steve conducted his own research and has studied what truly drives our happiness – not those momentary bursts of laughter – but that core contentment that brings us joy, assurance and confidence in knowing we are the heroes of our own epic adventure, living the life we want, with the people we need. This is "The Safari Way" and it will change your life.

Steve's passion combined with several experiences leading East African safaris results in a fun, entertaining and insightful talk that will be discussed by audience members for years to come and they pursue their authentic epic adventure.

After the talk, the audience will:

1. Realize the similarities between their life and an African safari
2. Understand how the data proves that alignment & connection are the drivers of happiness
3. Have clear steps to recognize and escape the Good Life Trap
4. Have clear steps to take immediately to begin their journey to greater happiness

STEVE FREDLUND

THE SAFARI DUDE



ABOUT STEVE



STEVE FREDLUND

THE SAFARI DUDE

Steve is an award-winning actuary with 25 years of experience in Fortune 500s including leadership roles in investments, product management and HR Workforce Analytics, where his research uncovered disruptive truths about the real drivers of productivity, engagement and retention. He is now a sought-after speaker and coach empowering others toward greater success and happiness.

Concerned that he is a former actuary who delivers keynotes? Well, worry no more! Steve is an actuarial unicorn: funny, engaging and deeply connects with his audience -- he was once referred to as "The only actuary you actually WANT to sit next to at a dinner party!"

WHAT THE ANIMALS ARE SAYING



"I've watched a "cold room" become charged with purpose, due to his delivery and sheer force of personality; Steve has mastered the resonant art of communication."

— Shaun Johnson, Tonic Sol-fa



"He was so easy, fun and energetic to work with! His passion is contagious, and he left the audience inspired."

— Alyssa Warring, DMAA



"Wow, a very powerful speech! Truly something that I cannot wait to bring back to my team!"

— Megan Schoonover, WSTA



"He was spot on in relating his talk to our members' pain points."

— Toni Nuernberg, NACM

"Steve's down to earth message held the attention of all 300 employees; we will hire again for future corporate events."

— Bill Eshleman, Costco