



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.

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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