

## STEVE FREDLUND **STAGE INTRO**

Ladies and gentlemen, imagine someone who can calculate the statistical probability of a lion encounter in the Serengeti... and then actually go find one.

Our next speaker is the only actuary in history you'd actually want to sit next to at a dinner party – and probably the only one leading African safaris!

After spending years doing what was expected, crunching numbers and following the rules, Steve Fredlund made an unexpected discovery: extraordinary results don't come from ordinary choices.

Today, he combines his analytical expertise with adventure-tested wisdom to help leaders and teams break free from the ordinary and pursue what's truly possible.

Steve is an award-winning keynote speaker and the best-selling author of *Do the Unright Thing* who has shared his message of breakthrough thinking everywhere from Fortune 500 boardrooms to TEDx stages.

When he's not teaching leaders how to get 'the right peeps in their jeeps,' you might find him tracking gorillas in Rwanda or calculating the odds of winning a poker tournament – because even in his downtime, he's always pushing the boundaries of what's possible.

Please welcome the actuary-turned-adventurer who will show you how to Expect the Extraordinary – Steve Fredlund!

# STEVE FREDLUND BIOGRAPHY

Steve Fredlund is an award-winning keynote speaker and best-selling author of *Do the Unright Thing: Memoir of a People Pleaser*. With a rich background spanning three decades as an actuary, nonprofit founder, entrepreneur, and leader of African safaris, Steve is no stranger to navigating complex paths.

After years of doing what was expected, he realized that pursuing the extraordinary unlocked a deeper sense of purpose, fulfillment, and impact. Now, he shares his transformative insights through empowering talks that inspire audiences to Expect the Extraordinary™, guiding them toward breakthrough after breakthrough.

With an inspiring message brought to life through enthusiasm and laugh-out-loud stories, Steve brings fresh perspectives to the stage, helping audiences rethink life, work, and leadership. Known for his ability to simplify complex challenges into actionable insights, he empowers audiences to stop settling for the ordinary, break free from the expected, and have the courage to do The Unright Thing™, increasing their chances of experiencing the extraordinary.

# STEVE FREDLUND AV NEEDS

## Audio-Visual:

- ✓ PowerPoint slides will be provided at least 48 hours in advance of the event and should be loaded to the conference computer system and pre-checked prior to Steve's arrival, along with a clicker for Steve to use. Please make sure the presentation is downloaded rather than relying on Wi-Fi to play from a website drive. Steve is also happy to bring and use his own laptop and clicker if you prefer.
- ✓ Steve normally arrives in the conference room before the event starts for the day (or the night before) for an A/V check with an empty room. But alternative times can be arranged if that doesn't work.
- ✓ Steve prefers a wireless lavalier microphone for any group of more than 25 people, but a cordless handheld or over-the-ear mic are perfectly.
- ✓ A confidence monitor and visible clock are strongly preferred.
- ✓ It is important to have a clear front-stage area, as Steve will be moving around the stage for maximum audience engagement. If possible, please remove or push back any podiums, chairs or furniture.

## Scheduling & Logistics

- ✓ To create some anticipation for the session and to allow for AV setup and testing (discussed above) it's best to schedule a break before Steve takes the stage.
- ✓ Because travel delays happen, Steve prefers to arrive the night before. Please arrange or recommend a hotel that's either at the venue or nearby. Please make sure the room is non-smoking and non-pet.

## Slides & Handouts

- ✓ Steve prefers not to convert his slides to templates as most slides are dynamic images rather than bullet points. If you have a logo you wish to add to the slides, Steve is happy to accommodate that.
- ✓ Steve's full slide deck is not available for download, or for publishing as notes or a handout. If you need an outline of the presentation for educational certification requirements, one can be provided on the day of the session.
- ✓ Steve owns and retains all rights to his materials and content. They cannot be reproduced or distributed without prior permission.

## Recordings & Photos

- ✓ Steve and his team have the right to photograph the session, as well, and use the photos online or in print.
- ✓ Recording and/or distribution of the presentation require advance agreement. If recording has been agreed upon, please plan ample time to test sound pick up and to verify that the sound patch doesn't interfere with the projection output quality.