

## STEVE FREDLUND **STAGE INTRO**

Ladies and gentlemen, our next speaker is the last person anyone expected to find laughing in the mud huts of central Africa. Steve Fredlund was the very definition of “normal”—a math nerd from a small Minnesota town, married to his high-school sweetheart, father of three, and deeply involved in his community.

At nearly 40 years old, he'd never even left the United States... until he said yes to leading a humanitarian trip to Rwanda. That journey shattered everything he thought he knew about possibility and purpose—and taught him that change doesn't happen by accident; it happens on purpose.

Today, Steve has swapped spreadsheets for a microphone and boardrooms for grassroots impact. Combining his analytical mind with adventure-tested wisdom, he empowers leaders and teams to break free from the ordinary. An award-winning keynote speaker and bestselling author of *Do the Unright Thing*, Steve has inspired audiences across three continents—from Fortune 500 boardrooms to remote African villages.

When he's not teaching organizations how to *Change on Purpose*, you might find him playing disc golf, calculating odds at a poker table, or enduring another season as a devoted Minnesota sports fan.

Please join me in welcoming the recovering actuary who proves extraordinary results come from purposeful choices—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 Change on Purpose™, 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.

## 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 fine.

## Scheduling & Logistics

- ✔ 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 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.