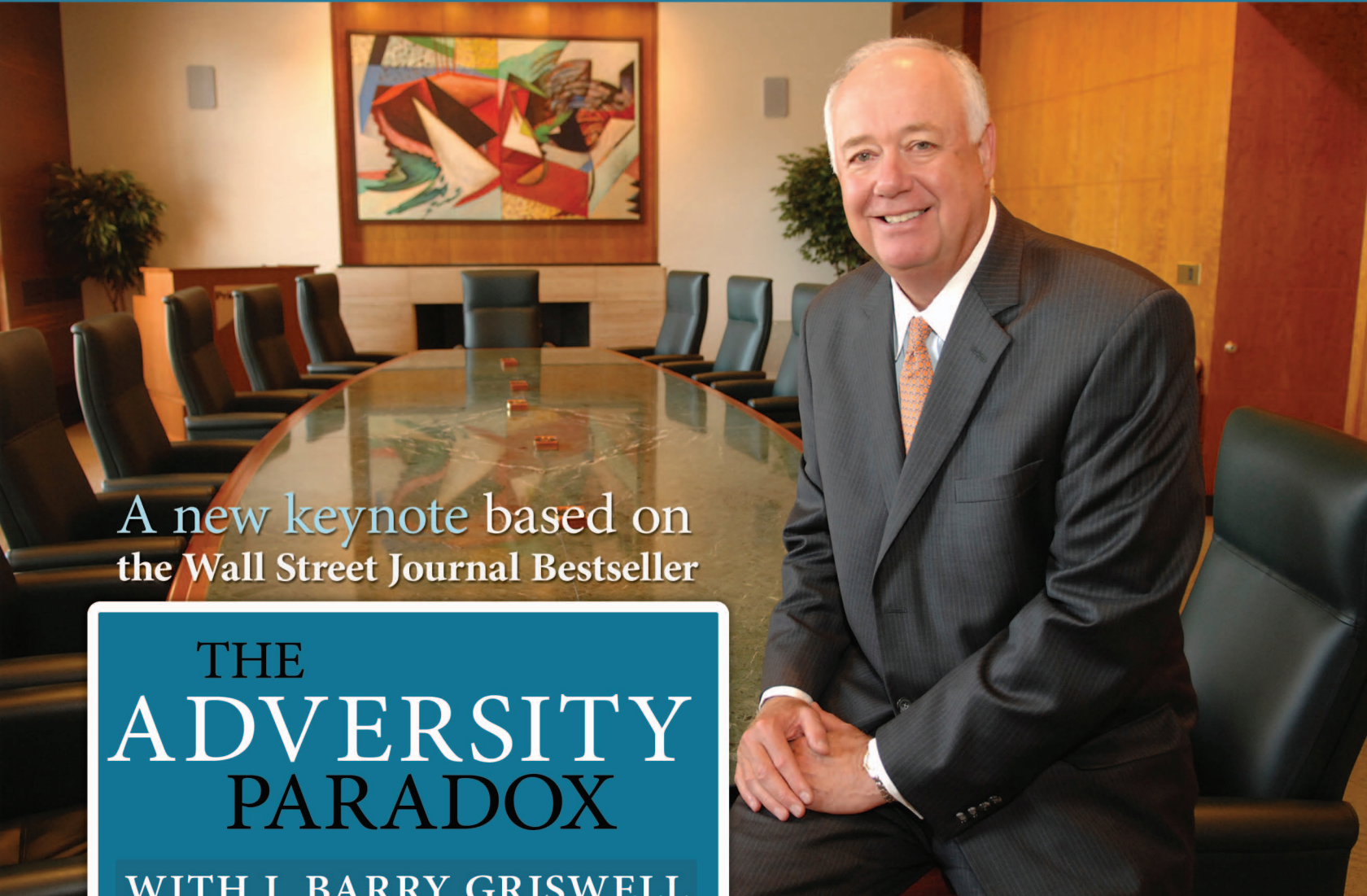


“His presentation captivated the audience...”

2009 Inc. 500/5000 Conference



A new keynote based on  
the Wall Street Journal Bestseller

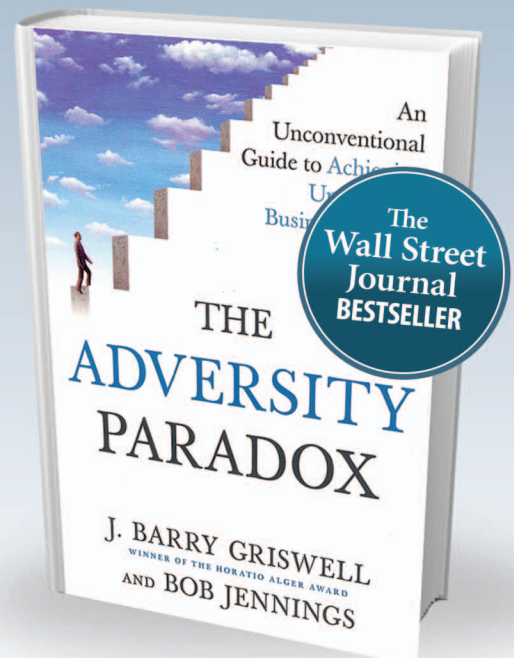
# THE ADVERSITY PARADOX

WITH J. BARRY GRISWELL

## Defining Success Through Adversity.

Adversity. It's one of life's inescapable realities. If you or your organization haven't already been through it, you can count on facing it some day. Why do some falter or fail when faced with adversity while others are able to leverage it into incredible success?

Welcome to The **Adversity Paradox**.



# THE ADVERSITY PARADOX

WITH J. BARRY GRISWELL

"Barry did an outstanding job of wrapping up our conference. His common sense approach to complex life issues was very refreshing and motivating for our participants. He took time to learn what we wanted to accomplish and his remarks were very relevant to our audience. I'd recommend Barry to anyone."

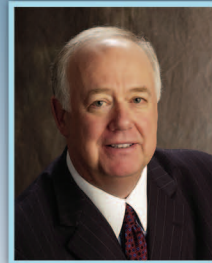
FBL Financial Services, Inc.

## About This Keynote

Barry draws from his own experiences of overcoming adversity and from the real-life stories of those featured in *The Adversity Paradox* to motivate audiences. By sharing the secrets of world-class performers, he inspires a new understanding of the benefits of befriending adversity and provides tools to elevate professional performance and achieve personal success. Barry's presentations are filled with wisdom and wit, engaging audiences and ultimately enriching lives. With his best-selling book as a back drop, all presentations are tailored to meet the specific goals of each group.

"Wise and outstanding advice for tough economic times - *The Adversity Paradox* shows you how anyone can turn adversity into advantage... and then some!"

**Harvey B. Mackay**, author of the #1 New York Times bestseller  
*Swim with the Sharks Without Being Eaten Alive*



## About Barry

Barry is a Wall Street Journal best-selling author, retired chairman and CEO of the Principal Financial Group® and president of the Community Foundation of Greater Des Moines. He is a recipient of the 2003 Horatio Alger Award, a winner of the 2004 Ellis Island Medal of Honor and a member of the Iowa Business Hall of Fame. He currently serves on the boards of directors of Herman Miller, Inc., National Financial Partners Corp. and Scholarship America®. He has served on a number of nonprofit boards including United Way of America, Americans for the Arts and Business Committee for the Arts.

## Takeaways

- Use adversity as a catalyst for real personal and organizational growth
- Achieve success by practicing self-accountability and optimism
- Connect purpose to passion, and passion to strategy
- Befriend adversity to survive and flourish in today's volatile economic environment
- Master the five essential Human Capital Components recognized as critical to achievement among high-performing individuals and organizations
- Adopt the fail-safe work ethic known as "And Then Some!"
- Understand the link between moral development and organizational ethical behavior

## Partial Client List

- Bankers Trust
- Principal Financial Group
- FBL Financial Services
- Treasury Mgmt. Assn. of Chicago
- Pella Corporation
- Vermeer Manufacturing
- Inc. 500/5000
- Wells Fargo Financial
- LIMRA
- Highland Capital Brokerage

To engage Barry for your next event,  
please call 515-707-4934 or visit  
[TheAdversityParadox.com](http://TheAdversityParadox.com)