Laura Stack,
The Productivity Pro
Meeting Professionals Guide

LAURA STACK
The Productivity Pro®

VISIT US ONLINE AT TheProductivityPro.com

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If you don't find the information you require within this document, please visit our website at www.TheProductivityPro.com and click on the "Speaking" menu, and then "Already Hired Laura."

Or contact:

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Phone: (303) 471-7401 Web: http://www.TheProductivityPro.com Email: Laura@TheProductivityPro.com

LAURA STACK, MBA, CSP, CPAE

Speaker ⌚ Author ⌚ Consultant

President and CEO

Laura Stack, MBA, CSP, CPAE, is best known by her moniker "The Productivity Pro®." Laura is an award-winning keynote speaker, bestselling author, and noted authority on employee and team productivity. She is the president of The Productivity Pro, Inc., a boutique consulting firm dedicated to helping leaders increase workplace performance in high-stress environments. Laura is a past President of the National Speakers Association.

Keynoter

For over 25 years, Laura's keynote speeches and seminars have helped associations and Fortune 1000 corporations improve output, increase speed in execution, and save time in the office. She is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to deliver bottom-line results. Laura is a member of the prestigious *CPAE Speaker Hall of Fame*, which has fewer than 200 members worldwide) and has earned the Certified Speaking Professional (CSP) designation.

Author

Laura is the bestselling author of seven books published by Random House, Wiley, and Berrett-Koehler, including her newest, *Doing the Right Things Right: How the Effective Executive Spends Time* (Jan. 2016). Laura's books have been published in more than 20 foreign editions, and she is a featured columnist for the American Business Journal, LinkedIn, Time Management, and Productive magazines. Laura has produced more than 50 online training programs.

Recognized Productivity Expert

Laura has been featured nationally on the CBS Early Show, CNN, NPR, Bloomberg, the New York Times, USA Today, the Wall Street Journal, Entrepreneur, and Forbes magazine. Laura has been a spokesperson for Fellowes, Microsoft, 3M, Skillsoft, Office Depot, Day-Timer, and Xerox. Her client list includes top Fortune 500 companies, including Starbucks, Wal-Mart, Aramark, Bank of America, GM, Wells Fargo, and Time Warner, plus government agencies such as the Internal Revenue Service, the United States Air Force Academy, the Census Bureau, the U.S. Senate, and the Department of Defense.

Clients include

Starbucks	Sodexho
Tyco	Ball Aerospace
Wal-Mart	Quest
Cisco Systems	U.S. Bank
KPMG	McDonald's
Nationwide	Nestle
MillerCoors	EMC
Sunoco	Oppenheimer
IBM	Time Warner
MCI	Wells Fargo
Sprint	Visa
Enterprise	RE/MAX
Lockheed	Denver Broncos

Spokesperson

Microsoft	Xerox
3M	Day-Timer
QVC	Office Depot
Dannon	Fellowes

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Client Commitment

IN PREPARATION, I WILL

- Be available to discuss plans for my speech.
- Know what your organization does and why it does it.
- Know why I am there and have a specific plan to accomplish your goals for my presentation.
- Know the theme of your meeting and relate my presentation to it.
- Know why your people would want to hear what I have to say on this topic.
- Coordinate with other speakers or the speaker's bureau to assure your goals are met.
- Notify you in advance of my travel itinerary.

ON-SITE, I WILL

- Notify you when I arrive on site.
- Tell you the truth 100% of the time.
- Retire early the night before my speech.
- Be reasonable and considerate in my use of room charges and incidental expenses.
- Be in the meeting room for a sound check one hour before I speak.
- Coordinate with the set-up or AV crew to make sure my presentation will be seamless.
- Stay out of the way until it is my turn to speak.
- Study your audience and the other speakers to align my message with them.
- Be dressed appropriately, always one step more formal or business-like than the audience.
- Provide an easy, brief introduction and be available to coach my introducer.
- Make suggestions to the crew as to how to maximize audience impact through creative use of lights, sound, or staging.
- Be in the room, seated, and visible to you well before my introduction begins.

DURING MY PRESENTATION, I WILL

- Walk on stage cheerfully and open my speech with energy and purpose.
- Never use off-color language or material.
- Interact constantly with the audience and involve them through questions, a show of hands, eye contact, and exercises as appropriate.

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- Present well-researched, expert information on my topic.
- Use stories and humor liberally.
- Use appropriate PowerPoint slides to enhance the look, feel, and impact of my speech.
- React maturely, good-naturedly, and flexibly to any problems that arise. This includes: audiovisual, lights, sounds, emergencies, etc.
- Never be rude to an audience member.
- Allow for questions and comments from the audience during my presentation.
- Summarize my points and help the audience to remember my key points.
- Relate my points to your organization and people.
- Never abuse my assignment by turning my speech into a sales pitch.
- Only offer my educational resources if approved or requested in advance.
- Stick to my time frame and adjust if needed.

AFTER MY PRESENTATION, I WILL

- Stay around after my speech briefly to answer questions or hear comments.
- Check out and depart with minimal effort to you.
- Invoice you promptly after the speech for outstanding items.
- Promptly fill any orders or requests for my products or books.
- Send a copy of my email newsletter for each audience member as a follow-up, if desired.
- Suggest strategies to continue the impact of my message during follow-up.
- Never disclose any sensitive information about your organization.
- Be willing to accept emails from individual audience members or leaders to ask questions after the speech.

IN SUMMARY

I will deliver an exceptionally good presentation in a highly professional manner.

*** Laura Stack proudly adheres to these accountability standards, originally established by Jim Cathcart, CSP, CPAE, and past-president of the National Speakers Association, as a personal and professional code of conduct. ***

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Introduction for Laura Stack

We are so excited to introduce our next speaker, Laura Stack, who is a leading expert in Performance & Productivity. She is a bestselling author of 7 books and is a member of the exclusive Speaker Hall of Fame, the highest honor in her profession.

For over 25 years, Laura has helped thousands of people achieve maximum results in minimum time—in both their personal and professional lives. And if that weren't enough, Laura will also show you some amazing strategies that can help you achieve more success, balance your life, and experience less stress!

So get ready to have fun and learn how to get more accomplished in your life than you ever thought possible—with time left to breathe deep and enjoy life!

Here's Laura!

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By LAURA STACK, MBA, CSP, CPAE
Speaker ● Author ● Consultant

KEYNOTE Set-Up Preferences. Please provide:

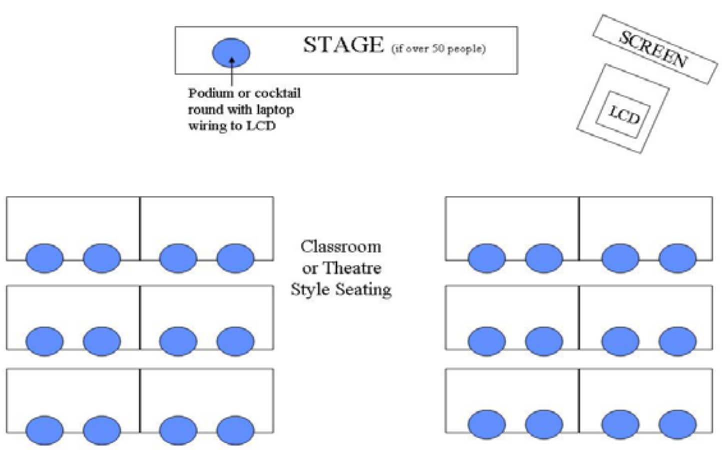
MICROPHONE. A UHF wireless (no cord) lavaliere (lapel) microphone (Shure preferred). Laura will use her own CountryMan earpiece with your transmitter pack.

SCREEN. Large screen(s) – as large as possible! Please use two screens if they aren't large enough for all attendees to view small text (such as Microsoft Outlook).

LCD PROJECTOR. A powerful LCD projector(s) for PowerPoint and video. Please set the projector to the side of the stage, not on it or behind it. (If you project on the stage, the light will shine in Laura's face while she walks on stage).

LAPTOP. Laura will use her own laptop and has a remote to run her PowerPoint slides. She will plug her laptop into your LCD projector. She will bring a thumb drive as a backup.

CABLING. An extra-long cable, to be run from the LCD projector all the way up to the stage to connect to Laura's laptop. Laura must be able to TOUCH her laptop to run and switch software programs during the presentation; she doesn't simply use a remote.



Room Set-Up

PODIUM. If a podium has been ordered for announcements and introductions, Laura will place her laptop there. If no podium is available, a small cocktail round or podium should be placed on stage for Laura's laptop and notes.

RISERS/STAGE. Please order risers or a stage for Laura to stand on if there are over 40 participants (so everyone can see her). Laura is a "wanderer" and doesn't speak from behind the podium. Remove everything else from the stage (head table, chairs, etc.). Decorations and plants are just fine.

PRODUCT TABLE. Please place a 6-foot skirted product table in the back of the room or off to one side for book sales (if applicable at the conclusion of the presentation).

SEATING. If Laura's keynote is less than 60 minutes, theatre style is fine (chevron layout preferred). If her presentation is over 60 minutes, tables are requested for comfort, set in classroom style or rounds.

Miscellaneous

LIGHTS. House lights should be up full, even if the screen looks slightly dimmer. Laura loves energy!

WATER. Please have a pitcher of room temperature water and a glass (or water bottles) available for Laura.

TEMPERATURE. No colder than 70 degrees, please.

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Form **W-9**
(Rev. August 2013)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return)
Laura Stack

Business name/disregarded entity name, if different from above
The Productivity Pro, Inc.

Check appropriate box for federal tax classification:
☐ Individual/sole proprietor ☐ C Corporation ☒ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ ________

☐ Other (see instructions) ▶

Exemptions (see instructions):
Exempt payee code (if any) ________
Exemption from FATCA reporting code (if any) ________

Address (number, street, and apt. or suite no.)
9948 Cottoncreek Drive

City, state, and ZIP code
Highlands Ranch, CO 80130

Requester's name and address (optional)

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number
☐☐☐ – ☐☐ – ☐☐☐☐

Employer identification number
2 0 – 2 1 7 0 6 8 1

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here **Signature of U.S. person ▶** Laura Stack **Date ▶** 8/4/15

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on IRS.gov for information about Form W-9, at *www.irs.gov/w9*. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),

2. Certify that you are not subject to backup withholding, or

3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

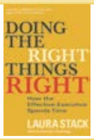
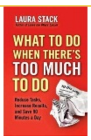
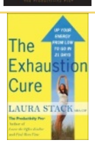
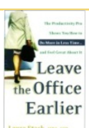
Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

EDUCATIONAL RESOURCES

By Laura Stack, MBA, CSP, CPAE

LAURA STACK
The Productivity Pro®

SPECIAL CLIENT PRICING:
Any 2 books for $20 plus tax and shipping

ITEM		QTY	PRICE	TOTAL
	*Doing the Right Things Right: How the Effective Executive Spends Time (BK, 2016)* Time Management for Leaders		$15	
	*Execution IS the Strategy: How Leaders Create Maximum Results in Minimum Time (BK, 2014)* Strategy execution		$15	
	*What To Do When There's Too Much To Do* (Berrett-Koehler, 2012) How to "Work Less, Get More Success"		$15	
	*SuperCompetent: The Six Keys to Perform at Your Productive Best* (Wiley, 2010) High performance and maximum potential - hardcover		$15	
	*The Exhaustion Cure: Up Your Energy from Low to Go in 21 Days* (Random House, 2008) Improving your energy level		$15	
	*Find More Time: How to Get Things Done at Home, Organize Your Life, and Feel Great About it* (2006) Improving your productivity at home		$15	
	*Leave the Office Earlier: How to Do More in Less Time and Feel Great About it* (Random House, 2004) Improving your productivity at work		$15	

PAYMENT METHOD

☐ MasterCard ☐ VISA ☐ AMEX ☐ Check ☐ Invoice

Credit Card Number: ______________________________

Expiration Date: ______________________________

Signature: ______________________________

SHIP TO

Name/Title: ______________________________

Organization: ______________________________

Address: ______________________________

City/State/ZIP: ______________________________

Phone: ______________________________

Email: ______________________________

Email form to Christine@TheProductivityPro.com or fax 303-471-7402. Call 303-471-7401 with questions.
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