

SPEAKER

WHO'S

HIT?



25 MEN AND WOMEN WHO ARE SHAPING OUR PROFESSION

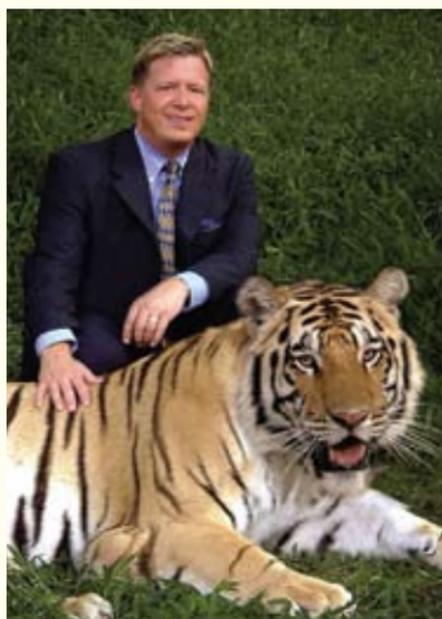
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in a
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PAGE 38



Leader of the Pack

Dan Stockdale aka "Tiger Guy"

- ▶ **Why this speaker was selected:** Uniqueness and platform performance
- ▶ **Fee Range:** \$10,000 to \$35,000 (based on location, animals and fire dancers)

▶ **Topic:** "I speak on corporate conservation and wildlife conservation—with a *live* tiger on stage! As a wildlife conservationist, I am concerned about our world and its wildlife. Many species of wildlife are in imminent danger of extinction. Likewise, as our global corporate cultures merge, many organizations are facing extinction as well. The corporate environment is changing, our traditional revenue sources face depletion, and the competition is hunting our loyal customers. As leaders responsible for growth, we must protect what we have, repair any damage, and grow our sales to achieve far more abundance than we have ever had."

▶ **Average number of speaking dates annually:** "My gig is kind of different—I do multiple shows in a day. I did over 400 last year. Sometimes I do up to four shows a day. So, in a year, I might do between 400 and 500."

▶ **Number of years in the business:** 14. "I began speaking professionally in 1995. Over the years, my career has gone through phases where I would do more consulting than speaking. Then, the pendulum would swing in the other direction and I would speak more than consult."

▶ **Business model:** Stockdale had to create an exceptional model to match his distinctive act. He does conventions and other traditional keynotes, but he also performs at theme parks and other less conventional venues. "Diversity has always been the key for me."

▶ **What sparks your passion?** "I'm driven by my ability to communicate my unique message and experiences to audiences. My background in training tigers is unique. I've learned many leadership secrets from training tigers that are applicable to achieving change in organizations and to leadership, in general."

▶ **What makes you "hot"?** "I'm unique. Let's face it—I'm probably the only professional speaker who brings tigers on stage. My message is unique, too. I am a good solution for people who are looking for something different. Meeting planners may not remember who the keynote speaker was five years ago, but they'll always remember the tigers."

▶ **Other cool information:** "I have worked with tigers, bald eagles, snakes, kangaroos, sea lions, macaws, grizzly bears and many other animals."