

MARK SCHAREN BROICH

CSP, CPAE • KEYNOTE SPEAKER

PRESENTS



*Making Connections
That Move People*



What can the “Nice Bike” principle do for you and your organization?

MARK SCHAREN BROICH’S “Nice Bike” principle connects management to front line, team member to team member, company to customer, and educator to student.

Quite by accident, Mark stumbled onto the Harley-Davidson company’s 100th year anniversary celebration in Milwaukee, Wisconsin. Driving his beige rental car around thousands of black leather, bandana wearing, hardcore Harley riders, he kept noticing the two words that really connected rider to rider... “Nice bike.”

More than passing compliment, Nice Bike is a powerful, memorable philosophy that acts as a catalyst to help build stronger, more effective teams. The Nice Bike principle helps individuals to become more engaged and passionate about serving others. Nice Bike is supported by the three action steps of:

- ▶ **Acknowledging**
- ▶ **Honoring**
- ▶ **Connecting**

Mark will inspire you, motivate you, and validate the importance of recognizing people to improve employee and team performance. Whether you are a team of one, or a team of one hundred, you will walk away from this keynote with a reinvigorated spirit for what you do as well as an appreciation of what the other team members around you do.

Part motivational speaker, part thought-provoking inspiration, and pure entertainer. Emmy award winner, Mark Scharenbroich makes every event memorable through engaging stories—and he makes it fun.

Credentials: Author, Emmy Award® winner for an ABC TV special, inducted into the National Speaker’s Association prestigious Hall of Fame, Golden Apple and Silver Screen Film award for his movie, *The Greatest Days of Your Life... (so far)*, International film festival awards including Telly, Remi and Aurora.



*“... an original ...
the best speaker I’ve ever
heard. Mark has no equal!”*

John Stumpf

President and Chief Executive Officer
Wells Fargo & Company



Here's what people are saying about Mark Scharenbroich

"Mark Scharenbroich has worked closely with the Jostens sales and management team for more than 15 years. His messages are always motivational, hilarious and – most of all – on target. Mark is truly one of the best."

Mike Bailey • CEO, Jostens

"Mark is a wow of wows as a speaker, trainer, educator and entertainer. I love his magical, mesmerizing performance that delivers brilliant content on the wings of humor."

Mark Victor Hansen • Co-creator, #1 New York Times best selling *Chicken Soup for the Soul™*

"Your message was delivered with a great deal of enthusiasm, clarity and relevance to our top producers. You made us laugh, you made us choke up, you made us proud and you made us think. There could not have been a better way to start our conference, to generate discussion among the attendees, or to set the set tone for the following three days."

Jim Brown • Vice President, AIG

"What I personally witnessed were our franchisees and corporate staff captivated by your message. And despite all the changes that were announced just before you spoke, you never missed a beat. How refreshing in this day and age of canned presentations to have someone customize an effective message on the spot. Nice bike!"

Lattie Michael • Founder, Chairman and CEO Back Yard Burgers

"You have an extraordinary gift. Your manner of presentation made an emotional connection with the audience, moving us from hysterical laughter, mostly at ourselves, to tears as you touched some of the more emotional moments in our lives."

Tammy Wright
Vice President of Sales • LexisNexis

"Thank you for the absolutely outstanding kickoff presentation. When a speaker receives a standing ovation from our crowd, he has really achieved something. I can't tell you how many members came up to me during our event to tell me what a fabulous speaker we chose this year ...nor how many said, 'Nice bike.'"

Linda Raynes, CAE • President & CEO
Electrical Apparatus Service Association

"Mark's message speaks to the heart of what it takes to be successful, happy and prosperous in every area of life. Nice Bike is a life changing philosophy that is simple to apply in everyday situations. Make this book mandatory reading for your organization only if you want to build a culture of excellence at every level."

Sue Steen • CEO • SERVPRO®

"The feedback from the members of the 21st Century Cardiac Surgical Society and Medtronic staff is nothing less than extraordinary. Excellent job!"

Jeannine Acker
Cardiac Surgery Division • Medtronic

"When you attended our CEO's presentation just prior to your keynote and recited key elements of it to our franchisees, I knew that I had the best speaker money could buy. It was simply amazing!"

Jim Bridger
Director of Franchise Services • AmericInn

"With over 17 years of conference planning experience, I have never enjoyed a keynote more than the wonderful one we were privileged to have in Las Vegas. Thank you for ending our conference on such a high, inspirational and humorous note!"

Fiona Henderson, CMP
Executive Director, Events
Help Desk International



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