



# David Cottrell

*Leadership is about influence. It exists throughout the organization ... not just in executives and managers*

## Testimonials

*"You presented an important message full of powerful wisdom and examples, punctuated with style and humor. You bring a presence and charisma to your audience, and you know to involve the audience and keep them attentive."*

—Manufacturers Resource Center  


*"Everyone walked away from our meeting energized—not only with motivational thoughts, but also with practical tips that we can use in our everyday lives. Thanks for delivering more than we were hoping for!"*

—Southwest Airlines



*"Clearly the highlight of the day and the 'difference-maker' was the series you facilitated. Many participants were especially impressed by your ability to tie the qualities of successful leadership directly to our core values and philosophy. This approach resonated very well with our leaders."*

—CenterPoint Energy

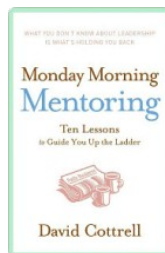
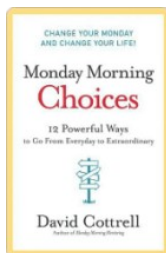
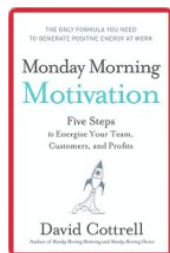


David Cottrell has created a legacy of leadership excellence in his three decades of leadership experience in corporate America, and today he shares it audiences around the world. This popular speaker and coach has a philosophy born of firsthand experience. David is currently CEO and President of CornerStone Leadership Institute, one of the nation's largest publishers of management and leadership resources.

David has lived the challenges and frustrations of today's business leaders, and he has overcome the obstacles that stymies many of them, winning awards and achieved singular success. Armed with a degree in Marketing from the University of Arkansas, he was one of the youngest sales managers in the history of Xerox Corporation. Then after a decade with Xerox, David joined FedEx where he was elected multiple times to the President's Club (he's still the only person to have been the company District Manager of the Year for two consecutive years). His tremendous leadership achievements were the result of his deep belief that he could expect the best from people by investing in them.

Today, David's passion is providing affordable people-development tools to all who aspire to be a leader in their field. He and his organization, CornerStone Leadership Institute, have reached more than 15,000 businesses, associations, government agencies and educational institutions—clients such as Wal-Mart, Southwest Airlines, Macy's, Cigna Healthcare, Raytheon, and the Social Security Administration.

David's presentations provide immediate and long-lasting impact. His leadership philosophy and practical lessons are laced with energy, humor and audience engagement. After David speaks, audiences change their perspectives, their energy levels and their attitudes—David can and does change lives. His genuine passion for mentoring people is evident in each of keynotes and workshops.



The author of over two dozen acclaimed business books, David's most recent series cover the topics that his audiences most often want addressed: Monday Morning Motivation: Five Steps to Energize Your Team, Customers, and Profits; Monday Morning Choices: 12

Powerful Ways to Go from Everyday to Extraordinary, and Monday Morning Mentoring: Ten Lessons to Guide You Up the Ladder.

Whether you need a keynote address that will galvanize your audience of aspiring leaders into action, or a more in-depth half-day workshop that will bring about the lasting change your organization needs, David Cottrell is your speaker.



## ESPARZA SPEAKERS

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