

BRIAN PRICE

OLYMPIC CHAMPION

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SPEAKER

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CANCER SURVIVOR

ACCOMPLISHMENTS

- 2008 OLYMPIC GOLD
- 2012 OLYMPIC SILVER
- 3X WORLD CHAMPION
- 20 INTERNATIONAL MEDALS
- #1 COXSWAIN IN CANADA FOR OVER A DECADE

ABOUT BRIAN

A COXSWAIN CLEARLY COMMUNICATES TO EIGHT MEN, KEEPING THEM FOCUSED, MOTIVATED AND FULLY

ENGAGED IN THE RACE WHILE THEY PHYSICALLY EXHAUST THEMSELVES BEYOND PREVIOUS LIMITS. WITH ONLY HIS VOICE AS THEIR GUIDE, THE SPEED THEY PRODUCE AS A UNITED TEAM CAN WIN OR LOSE A RACE.

BRIAN IS A DYNAMIC SPEAKER WITH A UNIQUE STORY OF SURVIVING CHILDHOOD CANCER AND GOING ON TO ACHIEVE OLYMPIC EXCELLENCE. HE HAS AN EXTRAORDINARY ABILITY TO ENGAGE AND ENRICH EVERY AUDIENCE, INSPIRING THEM TO CONTINUE PURSUING SUPERIORITY IN THEIR CHOSEN FIELDS.

KEY MESSAGING

CHARACTER TRAITS - DETERMINATION, PERSEVERANCE AND COURAGE EMERGED IN BRIAN DURING HIS BATTLE WITH CANCER, AND HELPED HIM ACHIEVE INTERNATIONAL TRIUMPH. WHAT DEFINES YOU AND HOW CAN THESE TRAITS HELP YOU BE SUCCESSFUL?

COMPLACENCY - IN ORDER FOR LONG-TERM SUCCESS, YOU MUST BREAK FROM THE STATUS QUO AND NEVER LET COMPLACENCY CREEP INTO YOUR SPORT, PERSONAL OR BUSINESS LIFE. BRIAN LEARNED THIS TOUGH LESSON AFTER HIS #1 RANKED CREW MISSED THE PODIUM AT THE 2004 OLYMPIC GAMES.

EXECUTING EXCELLENCE - THE CONFIDENCE THAT RESULTS WHEN YOU ARE PROPERLY PREPARED, IS THE KEY TO OBTAINING THE ELUSIVE MINDSET NECESSARY TO ACHIEVE EXCELLENCE.

LEADERSHIP - IN ORDER FOR BRIAN TO GET THE MOST OUT OF EACH INDIVIDUAL TEAM MEMBER, IT WAS ESSENTIAL FOR HIM TO CONTINUALLY ADAPT AND EVOLVE HIS LEADERSHIP STYLE AND SKILLS DURING HIS 12 YEARS ON THE NATIONAL TEAM.

"THANK YOU FOR THE OUTSTANDING SPEECH YOU DELIVERED TO THE PROCTER & GAMBLE ENGINEERING SUMMIT. IT PROVIDED AN INSPIRING INSIGHT INTO THE EXECUTION OF EXCELLENCE REQUIRED OF AN OLYMPIC CHAMPION. YOUR THREE LIFE CHARACTERISTICS OF DETERMINATION, PERSEVERANCE, AND COURAGE RING TRUE FOR P&G AS WELL. WHETHER IT BE A NEW PRODUCT, NEW PLANT OR OLYMPIC GOLD MEDAL EVERY WORTHY ACCOMPLISHMENT DEMANDS THESE CHARACTERISTICS."

MATT MCGOFF, P&G HEAD OFFICE, CINCINNATI, OH

