



Wade Younger

Founder of Fruition Consulting, The Value Wave and author of 30 books

CEO of The Value Wave, Wade has given over 1,900 talks, so he is recognized as one of the foremost authorities on business acceleration.

Wade's biography

Wade Younger's background

His stories are hypnotic. His methods yield results. *"He is just a born teacher"*, said one Fortune 500 executive. Younger has written over 30 books that focused on [leadership](#), change, innovative thinking and organizational development. He always encourages self reflection and accountability. In 1990, Younger founded Fruition Consulting Inc. to focus exclusively on organizational wellness issues. His research is documented in two major studies: "Structural Piloting," and "The Internal [Economy](#), A Market Approach." He has implemented Structural Piloting in several diverse corporate and public-sector organizations.

His vast business and [motivational](#) expertise comes from his time as a 25-year owner of Fruition Consulting Inc. a corporation that concentrated exclusively on information technology and company wellness, which sold in 2007.

In 2011, Younger created 'The Value Wave', a methodology that connects people development, business processes, [change management](#) and lean six sigma to drive results in all areas of a sustainable business. It is an Integrated Performance Improvement System.

Often known as "Coach," Wade has encouraged others to become masters of their destiny through the art of achievement. Corporations and participants in his sessions have generated millions of dollars in sales and counting because of his mastery of motivation and his vast business expertise. Wade's professional passion is helping businesses be first, best, different, faster and better.

At the end of the day, we can guarantee that Wade will be one of the easiest and most effective speakers

you will ever work with.

Wade's talks

- **Selling with Buyochemistry**

Buyochemistry is a keynote which analyzes what makes people buy. Understand what people really want. Discover how to optimize your brand, based on the latest neuroscience. This presentation identifies the factors that influence buyers' decisions in a world cluttered with messages. Through a study of the human psyche, understand the subconscious mind and its role in deciding what the buyer will buy.

- **Acceleration - The key to moving business revenue forward**

This presentation covers the 4 keys to positioning yourself as the expert in your field. We will discover the true value of what you have to offer the world and what that means to your customers. Wade is a believer in building a business that is perfect for the customer. There is no 'one way' to be successful, but if you choose the strategies that are right for you, you can accelerate the process quickly. The goal over the keynote is to help you catapult your business faster than you ever thought possible!

- **Leading change & motivation!**

Since nothing stays the same, how do you adapt to a changing future. The purpose of every business, large and small, is to get and keep customers, to do it well and to do it every day. This keynote is designed to help you succeed in these challenging times by discovering a simple way to enjoy transform and win!

- **540 Vision - Having an innovative mindset**

Have you ever wished you had a game changing idea? One of those Google, Facebook, or iPhone ideas that would change your life and the world around you? 540 Vision shows you how to generate innovative ideas and turn them into a reality. But how do you translate a fantastic vision into something practical? How do you make sure you reap the benefits from it? How do you develop and nurture the mindset that takes you to the next level? Let 540 Vision be your guide to success!

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