



## ABOUT DAVE

### BIO BRIEF

Dave Crenshaw has appeared in TIME magazine, SIRIUS XM Radio, Forbes, and MSN Money. Dave has given fun and fascinating interviews on radio and TV stations across North America. He is the President of the National Association of Productivity Coaches. His first book, *The Myth of Multitasking: How 'Doing It All' Gets Nothing Done*, has been published in six languages and is a time management best seller. His latest book, *Invaluable: The Secret to Becoming Irreplaceable*, is available in all major bookstores and is already a motivation and organizational behavior bestseller. [www.InvaluableInc.com](http://www.InvaluableInc.com)

### RECOMMENDED LOWER THIRD/CHYRON (FOR VIDEO & TV)

Dave Crenshaw, Author, *Invaluable*

Dave Crenshaw, President, National Association of Productivity Coaches

### BIO FULL

A highly sought-after author, speaker, and business coach, Dave Crenshaw is the foremost expert in helping clients become invaluable in an ever-changing market. He has helped CEOs and employees worldwide gain thousands of hours of productivity and boost both their business and personal bottom line.

Dave received his B.S. in business management-entrepreneurship from Brigham Young University, one of the nation's top entrepreneur programs, and began his coaching career in 1998. His first book, *The Myth of Multitasking: How "Doing It All" Gets Nothing Done*, is a time management best seller available in many languages worldwide. His second book, *Invaluable: The Secret to Becoming Irreplaceable*, is available in all major bookstores and is already a motivation and organizational behavior bestseller.

Dave is the President of the National Association of Productivity Coaches. He is also the founder of Invaluable Inc., a coaching and training corporation dedicated to helping companies, their leaders, and their employees become truly invaluable.

Dave Crenshaw's often humorous and entertaining approach always hits right on the head with audiences. His speeches to audiences around the globe are described as life changing. Dave has appeared in TIME magazine, SIRIUS XM Radio, Forbes, MSN Money and been interviewed on radio and TV stations across North America.

Dave lives in the shadow of Utah's Rocky Mountains with his wife and two children.

“At Zappos.com, our core values include pursuing growth and learning, doing more with less, and building a positive team and family spirit. Dave’s message can resonate with anyone looking to live those values and make themselves invaluable.”

Tony Hsieh  
CEO, Zappos.com

“A fresh take on the problem of timewasters in our corporate and personal lives, *The Myth of Multitasking* will change your paradigm about what is productive and what is not. I loved the concept of ‘switchtasking’ versus multitasking.”

Hyrum Smith  
Co-founder, FranklinCovey



*“We live in an **ADHD world**. And I’m glad we do. But as Dave understands, the secret is to **do one important thing at a time, with focus**. If you can take the time to focus on his message, you’ll be glad you did. ”*

**Seth Godin**  
Author, *Tribes*

*“Invaluable bridges the gap between **employee-manager relationships and productivity**. Companies that implement this message not only stand to improve their bottom line but also make their work environments happier for everyone. ”*

**Keith Ferrazzi**  
Author, *Never Eat Alone*

## KEYNOTE TOPICS

### THE MYTH OF MULTITASKING

How to Get More Done and Increase Your Value per Hour

Do you wish you just “had more time?” Imagine what you could get done if you had an extra day every week! That’s what this session will show you to do – how to find that hidden time, using these practical and effective strategies you can put to work immediately. You’ll learn how to become at least 20% more productive, allowing you to get more done and have greater flexibility in your day.

**Extended workshop also available**

### ARE YOU INVALUABLE? (FOR EMPLOYEES & MANAGERS)

The Secret to Becoming Irreplaceable at Work

Want a raise? Want more respect? Wish your boss would listen to you? Through working with thousands of businesses worldwide, Dave has mastered the process that increases your value per hour and makes you invaluable to your company. This keynote address will radically change how you view your job and give you concrete steps to dramatically increase both your productivity and your worth in the marketplace.

**Extended workshop also available**

### IS YOUR BUSINESS INVALUABLE? (FOR CEOS & BUSINESS OWNERS)

How to Naturally Attract Freakishly Fanatic Customers and Amazingly Awesome Employees.

Ever notice how some companies naturally attract the right people to them, while others must continually struggle to make sales and find good employees? Dave will show you how to build a business that inherently attracts the right people. Gain instantly applicable tools gleaned from years of experience that will help you boost your bottom line, improve company culture, and build an invaluable business.

**Extended workshop also available**