

Craig Ross: Speaker Introduction

The following copy is offered as a suggested speaker introduction. Please tailor to be relevant and appropriate for the intended audience. For more on Craig, please visit www.VerusGlobal.com/CraigRoss

Joining us today is a guy very much like a lot of us. He doesn't come from any special blood lines, nor hold prestigious academic degrees. In fact, he grew up on a farm in Minnesota (Go Vikings!), runs a business, works to find the right balance so he can be the best husband and father to four kids, he can be, and squirms behind his desk if too many days go by without getting outdoors.

What Craig has done is follow his purpose and passion – which is equipping others with the ability to lead connected and inspired teams. Because he's learned a lot of hard and important lessons along the way, and spent a lot of time observing hundreds of leaders and teams around the world get it right, Craig is the ideal person to have with us today.

We can talk about the awards Craig's organization has won, the books he's authored, the leaders of Fortune 50 companies he gets to call friends. But as Craig says, it's not what you've done that matters most, it's what you're going to do right now that will change the world tomorrow. Therefore, all I'm going to highlight is...[INSERT ANY ITEMS FROM CRAIG'S BIOGRAPHY THAT ARE RELEVANT TO THE AUDIENCE AND FURTHER ESTABLISH CRAIG'S CREDIBILITY.]

[OPTION: INSERT A PERSONAL NOTE AS YOU MAKE THE INTRODUCTION, SOMETHING YOU'RE EXCITED ABOUT AS A RESULT OF YOUR DISCUSSIONS WITH CRAIG. For example, "I've got to tell you something that happened in a discussion I had with Craig that doesn't happen often..."]

Craig's keynote is titled [INSERT]. His entire time will be focused on how we [INSERT YOUR FOCUS].

Craig Ross joins us today wearing what you'd expect a keynote speaker to wear. But secretly he told me he prefers wearing jeans and his favorite Neil Young rock and roll T-Shirt. So let's make him more comfortable, shall we?

Please join me in welcoming Craig Ross.