

# Keynote Speaker

*“ON DECK...MY SHIP IN LEADERSHIP”*

CONFERENCES

WORKSHOPS

## Leadership Lessons from a Captain and CEO

### KEYNOTE PRESENTATION

Russ Salzman is a Lake Michigan yachtsman and career CEO who shares a fascinating look at business leadership through the eyes of a captain and sailboat racer. Over thirty years of executive leadership and yacht racing creates Russ's theme for leadership training and personal development as he blends his vocation and avocations as an analogy for each of us in our business roles.

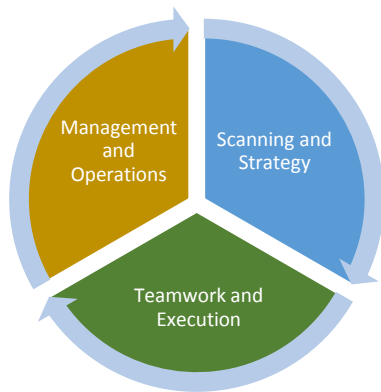
Through his message *“On Deck,”* Russ illuminates three arenas for successful sailboat racing then weaves them with race strategies for business and life. His model, *Mechanics, Information and Speed*, parallel business planning for the professional in any industry. Incorporating humor, videos, provoking thoughts, and a personal worksheet, attendees will set off with a motivation to refresh their course heading, anticipate the next wind shift and adjust their sails. Learning mantras are developed for all participants via lessons on being a great captain, on being an able crew, and focusing on winning through teamwork and tactics.



**Russ Salzman**  
Sea Level Solutions LLC

### “On Deck” WORKSHOPS

As a follow up to his keynote presentation, participants are guided through a personal ‘Business Race Plan’ with a deeper dive into the model. Additional workshops will provide an opportunity to develop actions and tactics. Russ will challenge participants to look through an introspective lens focusing on *Strategy, Operations, and Execution*. Expanded workshops are offered on Scanning and Strategy, Emotional Intelligence, Communication, Team Dimensions, Innovation, and Leadership throughout Life.



### ABOUT RUSS

A Chicago and Lake Michigan native, Russ has been a lifelong practitioner of leadership holding positions as CEO of an international real estate association and President of Chicago's Magnificent Mile Association. He is an Eagle Scout, USGC Licensed Captain, and has sailed in over 1,000 races including the long distance race on Lake Michigan to Mackinac Island each summer.

He holds the Certified Association Executive (CAE) issued by the American Society of Association Executives and is a member of the executive faculty for the US Chamber of Commerce IOM Program. Russ has presented countless sessions and programs for organizations around the world for more than thirty years.

### Client and Participant comments

- *“Russ’s passion and study of leadership, coupled with the excitement of sailing was inspiring, memorable and fun. He did a fantastic job!” –National Apartment Association Affiliate*
- *“I look forward to utilizing his ideas with my team at next week’s meeting!” –Participant*
- *“I loved the videos, examples and stories coupled with the handout worksheet.” –Participant*