



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Steve Kaplan

Travels from: Illinois

Fee Range: \$15,001 - \$20,000

Over the past twenty years, Steve Kaplan has helped more than 100 businesses of all sizes and industries get big customers, restructure themselves, improve efficiency, boost morale, expand into new markets and evaluate exit strategies among other things. He regularly appears on a variety of media (including MSNBC, NBC, CBS and Fox Television) to discuss his experiences and insights. He has also written articles for business magazines such as *Target Marketing*. He is a *New York Times*, *Wall Street Journal*, *Business Week* and *USA Today* best-selling author.

Steve Kaplan is a business leader by example and a trusted advisor who knows what your business is going through. He's someone who has walked the walk as well as talked the talk. Nobody knows the haunts and dreams of a typical business owner like someone who has "been there" and "done that."

By the age of 35, Steve had turned his basement business that was earning less than \$100,000 in profits into the number-two ranked promotion, marketing and database company in America. With 1,300 employees in 21 countries and over \$250 million in sales, this was only the beginning for Steve. He currently owns several businesses including: The Difference Maker, Inc. - providing business tools to large and small businesses, Kaplan Enterprises - a venture capital group specializing in operating and equity roles across businesses in a variety of industries and is a partner in eSkape, a 60,000 square foot family entertainment center.

Steve has served on the board of directors for Nations Healthcare, a company that builds and operates day surgery centers in the United Kingdom in addition to serving on the Executive Committee for EuroRSCG, which set strategy for its 176-company advertising agency conglomerate. He has taught courses in various business disciplines and has recently written the *New York Times* bestsellers, *Bag the Elephant!: Getting and Keeping BIG Customers* as well as *Be the Elephant: Build a Bigger, Better Business*.

Steve's savvy for no-nonsense business strategy has elevated many companies to become market leaders - many of them in the top five of their fields for years running. And more important to their bottom line, he's shepherded to success and profitability over one hundred businesses of all sizes and in all stages of development.

Most Requested Programs...

- Get and keep BIG Customers
- Grow your Business BIG
- Build a Solid Foundation
- Identify, Keep and Motivate Valuable Employees & Leadership