

## Introducing Dan Coleman: Elevate the Creativity and Innovation of Your Team Trainer, Speaker, Author

Unlock your team's potential with Dan Coleman's dynamic sessions. Tap into the power of applied creativity tools, action learning, and a 28-day post-program challenge designed to build strong creative thinking, negotiation, and consultative selling skills – turning them into repeatable habits.

Dan Coleman is the founder of Excelsior Learning, author of *Fan the Hot Blue Flames* and *Bursts of Fresh Squeezed Ideas* and a leading expert on deliberate creativity. Over the past two decades, he has trained thousands of people in his custom, non-traditional programs.



“Creative thinking and creative problem solving are critical 21st-century skills. Strengthening these skills can unlock the creative brain to consistently generate an abundance of novel and feasible ideas to solve prioritized business challenges.”

Prior to founding Excelsior Learning, Dan led large sales, negotiation and training teams at AT&T and American Greetings and was a senior manager with Accenture in the Sales Effectiveness Practice.

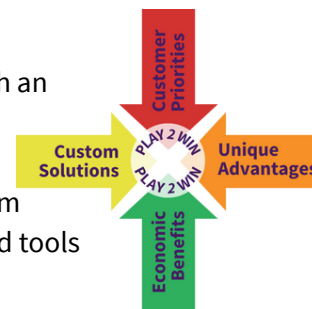
### Training and Speaking Topics

**Get Creativity Fit and Spark More Innovation** is a dynamic one-day creative thinking skills program that provides participants with a proven and repeatable method to generate greater levels of innovation. Throughout the program, groups apply divergent and convergent thinking tools to prioritize challenges, generate novel ideas, strengthen them to be feasible, and develop fast traction implementation plans. Groups encounter immediate learning, develop and present their ideas and receive expert feedback.



**Anchor Negotiations @ Aspiration Point...or Nothing** is an engaging one-day negotiation skills program that provides participants with a practical and repeatable method to negotiate more profitable agreements. Participants engage in three rich simulations as they apply Collaborative Negotiation Strategies to expand the size of the pie, Competitive Negotiation Strategies to compete for a larger slice of the pie, and People-Centered Strategies to strengthen relationships.

**Play 2 Win** is a hands-on two-day consultative selling skills program that provides participants with an innovative and repeatable method to bring elevated levels of value to customers profitably. In the program, groups engage in multiple selling, negotiation, and presentation simulations. They also participate in action learning exercises and apply divergent and convergent tools to develop custom solutions. At the end of the program, participants leave with key account strategies and customized tools they can put to work immediately.



[LEARN MORE ABOUT THE PROGRAMS](#)

**Dan Makes the Habits STICK! All of his programs include a 28-Day Challenge designed to anchor skills and tools, so they become sticky, repeatable habits! This includes Dan leading weekly group calls to hold the team and individuals accountable for their goals.**

Interested in Dan conducting training or speaking at your event? Contact him directly at:  
[dancoleman@excelsior-learning.com](mailto:dancoleman@excelsior-learning.com) [www.excelsior-learning.com](http://www.excelsior-learning.com) 330-284-5446



## Representative Clients:



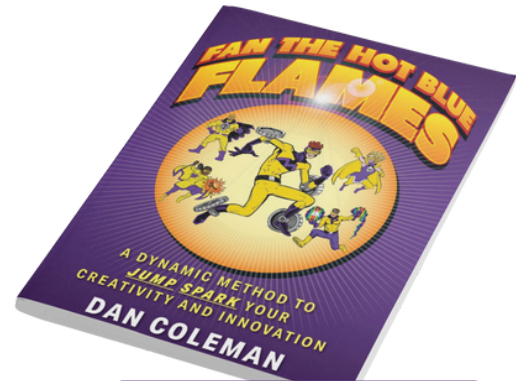
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SEE DAN IN ACTION



ABOUT THE BOOK

**Clients and participants consistently praise Dan as an energizing and entertaining trainer and speaker who brings fresh content and practical tools to their organizations.**

“The best sales training program I have ever participated in. Very engaged learning with hands-on exercises.”

“The magic with Dan is the disciplined approach to skill development and the structured practices to do this. This always separated Dan from other consultants who often just wanted to preach their concepts but had very little follow-up or specific actions to develop the new knowledge.”

“Dan Coleman’s work changes organizations because it changes people. I have seen teams transform from mediocre to exceptional as they applied Dan’s practices, tools, and methods. There isn’t a better coach in the world for me than Dan Coleman.”

“Your program incorporates two important concepts that are rare, which are creativity and practicality. Many programs are creative but rarely are they practical. You have succeeded at delivering both elements. Of course, the most important factor is you. You are a genuine, innovative, and high-energy leader. I have enjoyed our time together and will utilize your concepts moving forward.”

“Dan Coleman brings the energy – as usual – and makes the knowledge and tools actionable.”

“Dan shares his straightforward, actionable techniques to strengthen our creative thinking skills. His tools and techniques work in the real world to unlock growth.”

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