

Keynotes that connect, engage and entertain!



Bill Ganon

CEO, THE GANON GROUP

The Communication Paradox:

The more ways we invent technologies to make communication more efficient, the more it weakens our interpersonal communication ability. Effective communication is the #1 skill needed and not being developed in organizations. Bill's fun and lively keynotes show anyone how to be a better communicator and presenter...in business and in life.



Book Bill to speak: bill@theganongroup.com

"Balancing Humanity and Technology"

Leveraging Interpersonal Communication to Win Sales and Advance Careers

"Small Talk Is Actually a Big Thing"

Networking Skills That Make You Memorable in Work and Life

AUDIENCE TAKEAWAYS:

- (1) how to balance technology and humanity in communication
- (2) the super power of questions
- (3) listening as a gift

NOTABLE CLIENTS



The **Nashville**
Entrepreneur Center



COLUMBIA
UNIVERSITY



TOYOTA TSUSHO CORPORATION

Associated Packaging, Inc.[®]
The Packaging People



PAN
AMERICAN
LIFE INSURANCE GROUP

IBERIABANK



Tulane
University



CLIENT FEEDBACK

“Bill nailed it! Our national sales force ranges from new hires to seasoned successful veterans, and Bill’s opening dinner keynote resonated across the entire team. I still hear some of them referencing it weeks after the event.”

BI, Vice President, Sales Operations, Associated Packaging Inc.

“Bill’s realistic view of relationship building and management was embraced by our sales leadership team. His interactive style and experience sharing were rated as highly valued by a mature team. Suggested adaptation techniques for a transitioning to a virtual/digital world were effective in improving communication skills.”

CM, VP, PanAmerican Life Group

“I would be remiss if I did not mention, as a marketing entrepreneur, that I am totally in awe with your knowledge, clarity, and concision when it comes to helping people articulate their ideas. I find myself being unimpressed with many people that I meet in the marketing and communications industry, but you my friend, are remarkable!”

DW, Founder, Excellent Readers

“Bill’s ability to instantly connect with our team of advertising salespeople has left a lasting, beneficial impression. After a great two days of workshoping, our team put Bill’s recommendations into its playbook. Our sales reps now use one of Bill’s techniques, Orange Work, to research and find ways to better communicate with prospects and clients so relationships evolve beyond transaction and translate into meaningful, strategic marketing action based on trust.”

SB, Director Sales, Advance Local

SPEAKER BIO

Bill Ganon of The Ganon Group specializes in improving communication across all levels of an organization to develop their interpersonal communication, presentation techniques and abilities. Bill built this coaching program on a 30-year career in sales with Fortune 500 companies as well as start-ups. He’s an established keynote and conference speaker and has won multiple first prize awards at storytelling competitions at The Moth (themoth.org).

In addition to executive coaching and keynote speaking, Bill is a mentor at the Nashville Entrepreneur Center for pitch coaching, and a TEDx Nashville speaker coach. A lover of jazz, Bill is also an amateur saxophone enthusiast.



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Poor communication costs money. Lost sales. Failed company initiatives. Lost customers. I am passionate about effective communication. Storytelling, sales conversations, active listening and overall well rounded communication tool kit are what my audiences take away from my presentations. Top communication skills will improve your business productivity and your everyday interactions. I’d be honored to help your team, group or company communicate with greater connectivity and clarity.

- Bill Ganon

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theganongroup.com | 858.442.6294

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