

# Winning with THE UNDERDOG ADVANTAGE

By David Morey

Award-winning Speaker and Author Shows You How to Fight like an Underdog.

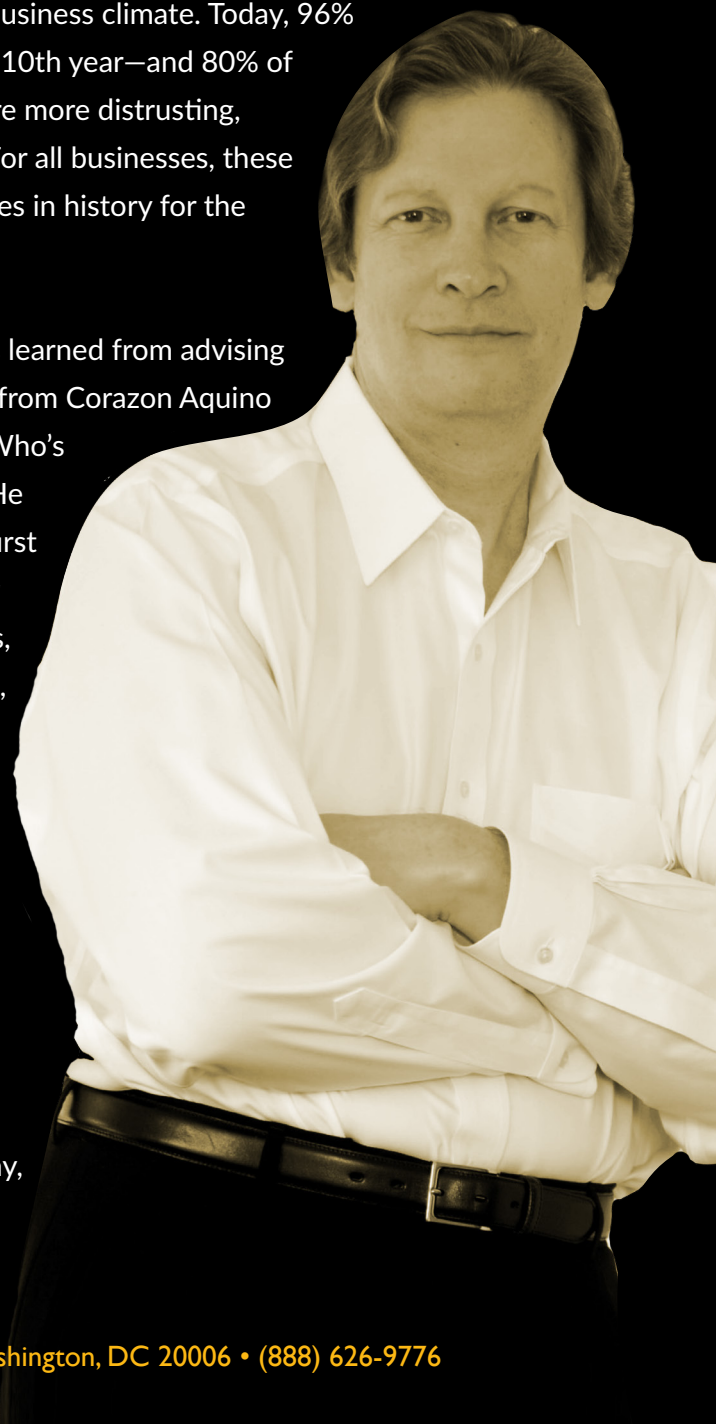
There's a leadership crisis in business and politics. What's the problem? Leadership training and preparation are broken. Both are stuck inside an outdated industrial revolution model. But today, we live in a world driven by constant change. And the only way to lead is to lead change—as the underdog or the insurgent.

We are living in modern history's toughest business climate. Today, 96% of start-up businesses are bankrupt by their 10th year—and 80% of corporate products fail. Today, consumers are more distrusting, cynical, and even angrier than ever before. For all businesses, these are beyond tough times . . . the toughest times in history for the incumbent and for you.

David Morey teaches the insurgent lessons learned from advising 19 winning global presidential campaigns—from Corazon Aquino to Kim Dae Jung to Barack Obama—and a Who's Who of *Fortune* 500 CEOs and companies. He teaches the insurgent strategies developed first in working with Apple's Steve Jobs—and later applied to clients such as Google, McDonald's, Coca-Cola, J&J, Disney, Microsoft, Pepsi, Nike, Verizon, Visa, GE, American Express, Mars,

KPMG, News Corp., P&G, LinkedIn, TPG, NBC, Samsung, Deloitte, CVS, and many others.

In speeches and workshops, Morey presents a step-by-step and battle-tested framework to help you make change leadership happen—to advance your career, to lead more greatly, to drive “inside-out” engagement, to reenergize your brand, to deliver greater benefits to your customers and new value to your business. This is about seizing the underdog advantage. And today, this is the only way to win.

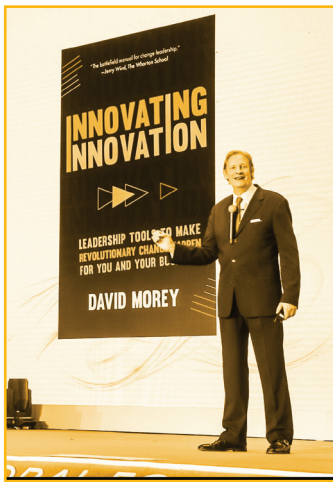


## David Morey

David Morey is one of the world's top speakers and strategists. He's the bestselling author of four books, *The Underdog Advantage*, *The Leadership Campaign*, *Creating Business Magic*, the #1 New Release on Amazon, and *Innovating Innovation*. And, as a magician—a hobby gone out of control—Morey has entertained at the most powerful events: Including the Official Inaugural Balls for the 44th President of the United States. Morey is founder and Chairman of DMG Global. For many years, he served as Adjunct Professor at Columbia University and the University of Pennsylvania.

Over the years, Morey has worked with a who's who of *Fortune* 500 leaders—and advised five Nobel Peace Prize winners and nineteen winning global presidential campaigns. His corporate clients include GE, Verizon, Pepsi, Mars, KPMG, McDonald's, Microsoft, News Corp., Nike, P&G, Disney, Visa, Coca-Cola, LinkedIn, TPG, American Express, NBC, Samsung, Deloitte, CVS, and many others.

Morey's strategic work over several years with Verizon and Coca-Cola helped to add over \$100 billion to their market values, and his acquisition and turnaround strategies for Korea First Bank resulted in a quadrupling of profit for the private equity firm TPG. In addition, Morey was Chairman of the Council on Foreign Relations' Task Force on Public Diplomacy, and was Special Advisor to the U.S. Department of Homeland Security. He is a frequent commentator on business, politics, and national security for the BBC, CNN, MSNBC, FNC, CNBC, and other major networks.



## Testimonials

*"All companies have to adopt an underdog insurgent strategy. David Morey shows us how."*

**Pete Peterson, Founder,  
The Blackstone Group**

*"David Morey delivers a solid, sparkling argument that imagination empowers the real magician inside us all."*

**David Copperfield, Magic Legend**

*"He knows how to awaken the insurgent in all of us."*

**Doug Alexander, CEO, ICG**

*"David Morey can help unlock the creativity it takes to truly invent the future."*

**Fran Tarkenton, NFL Hall of Fame QB  
and Serial Entrepreneur**

*"David Morey shows us how to apply the principles of magic to drive your business ahead, to inspire, to innovate, and to create amazing wins."*

**Franco Harris, Founder and CEO, Super  
Bakery and NFL Hall of Fame  
Running Back**

*"David Morey shows us the new primer for how to win."*

**Jerry Wind, The Wharton School**

*"A dynamic and inspiring 'how to' plan for any individual or organization..."*

**Mike Roberts, President,  
McDonald's USA**

*"He can make insurgents of us all."*

**Anne Tasker, CMO, The Coca-Cola  
Company**

For consultation or to book a  
speaker or workshop, please call  
1-888-626-9776

## Most Requested Topics

**Drive Change Leadership:** Today, arguably, we live in the most challenging time in business history. We show you how to create and execute underdog or insurgent strategies to put your business on top.

**Play More Offense:** What do today's great insurgent companies have in common? We show you how to borrow and model the critical and concrete lessons of these remarkable insurgent successes.

**Utilize Insurgent Marketing:** We present battle-tested formulas for driving growth, profit, and value, building brand power, stealing market share, and defining the future of your industry. This is the critical investment in your business today.

**Grow Your Sales:** We show you how to prepare and energize sales teams and boost your bottom line with step-by-step strategies to outflank, outfight, and outsell your competitors and attract more customers—for life.

**Build Bolder Organizations:** We teach how to build winning insurgent cultures that are entrepreneurial and change focused. Start your own personal revolution by unleashing the power of the underdog within your organization: Using the magic of imagination to think out of the box and to win.

