



When you hear a leader say, “We don’t worry about cool or what’s trending,” be wary. A leader who ignores trends or what is “cool” may be unwittingly losing his competitive edge, and even his livelihood. “Cool” can be many things, both bad and good, but at its heart, the concept reveals a fundamental appreciation for people -- who they are, what they like, what they dislike.

In “Creating a Cool Culture,” Wesley Middleton teaches from *Violent Leadership*, chapter 7 and focuses about how to discern between the caricature of “cool” and the authentic “cool” to empower his firm to champion People, Passion, Purpose, Practices and Place. “Creating a Cool Culture” is both a painful retrospection about the things that Wesley’s prior employers wanted to do but could not, and a cathartic confessional about the import of bringing in the unique blend of talented staff to pull off authentic cool.



30 minutes



PowerPoint slides



Can offer Q/A



The professional class is trained toward risk aversion, and Certified Public Accountants are no exception. Most of our lives, however, are spent in the world of risk management, not risk elimination. We need to manage risk down as best as possible, but ultimately, we must be willing to risk failure and that is what hampers most professional firms.

In “The Will to Fail” Wesley Middleton takes his audience through his personal and professional lessons in overcoming risk aversion. The speech is taken heavily from Violent Leadership chapter 3, “The Willingness to Fail” and includes reflections on mitigating fear, measuring the advantage of risk, and understanding a Violent Leadership perspective of risk.



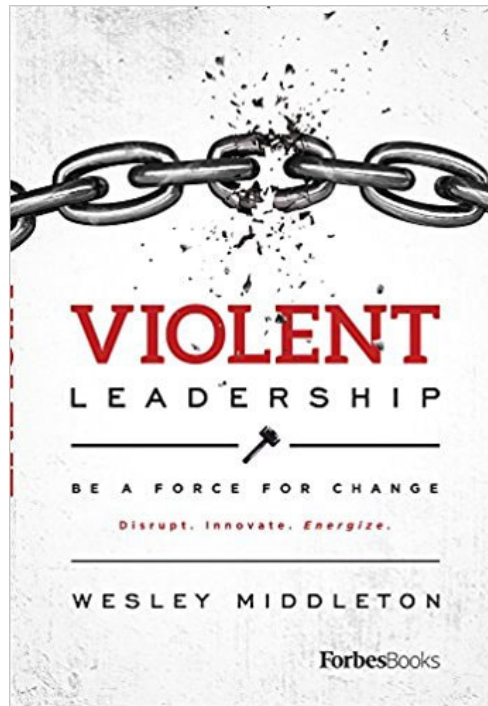
30 minutes



PowerPoint slides



Can offer Q/A



Today's turbulent business environment demands a Violent Leader -- someone who is assertive and proactive, who takes risks and leads the change within an organization, who makes tough decision when necessary.

In Violent Leadership, Wesley Middleton teaches on the main themes from his book's namesake, focusing on the Courage to Change, Willingness to Fail, Transforming from Thermometer to Thermostat, Wearing the Violent Leadership Hat, and Creating a Cool Culture.



30 minutes



PowerPoint slides



Can offer Q/A