

## Press Kit - Carl Gould

### Headshot



### Speaking Photos



### Bio

## Carl L Gould: Speaker Credentials

Carl Gould is an authority on business growth who advises organizations to get to the next level. With Carl you get:

- **A worldwide leading authority on business and entrepreneurship** who built three multi-million dollar businesses by age 40.

- **Award-winning Coach/Mentor** Created the farthest-reaching business mentoring organization in the world, and his methodologies are in practice in 35 countries. He has trained, certified or accredited over 7,000 Business Coaches and Mentors since 2002. Multi-award winner including a Stevie Lifetime Achievement Award
- **Chief Growth Advisor** at 7 Stage Advisors that has mentored the launch of over five thousand businesses. Some of the companies he's helped are companies like Allstate, American Idol , USA Olympic Track, IBM, McGraw-Hill and the US Army
- **Author of multiple books** on the subject of business strategy, leadership and sustainable growth. He co-authored Blueprint for Success with Stephen R. Covey and Ken Blanchard; and his best-selling book, The 7 Stages of Small Business Success, lays out the formula for HyperGrowth. In 2016, Biz Dev Done Right became a #1 Best Seller on Amazon
- **A business keynote speaker** - Delivered more than 1,243+ Keynote Speeches. Carl's dynamic and energetic presentation style has made him one of the most sought after speakers internationally. He combines practical and impactful content with real-world experience...no theory here! He engages his audiences and keeps them on the edge of their seat. Gould's content is original, profound and battle-tested.
- **Podcast Guest** - 300+ Podcast Guest Appearances
- **News and Media Appearance** -
  - <https://www.forbes.com/sites/forbescoachescouncil/people/carlgoald/?sh=57d3724a287b>
  - <https://carlgoald.com/2022/01/expert-shares-advice-for-small-businesses-own-ers-amid-omicron-surge>
  - <https://carlgoald.com/2021/12/abc7-news-at-7-roundtable-discussion>
  - <https://carlgoald.com/2021/12/supply-chain-issues-advice-for-small-businesses>
  - <https://carlgoald.com/2021/06/work-from-home-coming-to-end-how-companies-are-preparing-for-return-to-office>
  - <https://youtu.be/xmUBpT4153s>
  - <https://vimeo.com/508578575>
  - <https://vimeo.com/497103861>
  - <https://youtu.be/HjDnxMuymso>
- **Lecturer** - He's a visiting lecturer at MIT, Rutgers Business School and the Wits Business School in Johannesburg

If your event will be virtual, Carl is adept at using polling, word clouds and chat features to engage your participants.

# Topics for keynotes, breakouts and workshops, with PDFs and video links

## 1. 5 Ways to Generate Revenue in Your Business in Next 90 Days

### Program Description

When it comes to generating revenue, there are myriad long-term strategies for building a more profitable business. Those fundamental building blocks are beneficial for the sustainable health of the business, but what about right now? Typically, when business owners need revenue, they need it right away.

### Value to members

#### What You Will Learn:

1. 5 specific growth strategies you can use IMMEDIATELY, requiring little or no investment
2. How to DIFFERENTIATE your business to create a strategic advantage
3. How to ELIMINATE your competition
4. Secrets to increasing your pricing
5. Q&A: Carl will take your questions, put you on the HOT SEAT, and handle the top challenges in your business

 [Promo Video for Carl Gould's Presentation -5 Ways to Generate Business in the Ne...](#)

## 2. Anatomy of a Comeback

*Personal Development, Leadership Competencies, Talent Management, Employee Development, Leadership Strategic Planning*

### Program Description

Based on the book of the same name, Carl will walk you through the five steps to turn any adversity into a crowning achievement. It is the most difficult times in our lives that offer us the best opportunity for growth. In this interactive and engaging session, Carl will help you create your comeback story.

### Value to members

#### What You Will Learn:

1. You will learn what rules, belief systems, guiding principles, and management styles have either slowed or inhibited your growth.

2. COVID simply magnified the flaws in your management style, and in your business model. This exercise will help you clarify those obstacles so you can move beyond them.
3. You will leave this program with an action plan and a strategic direction for your life and enterprise.
4. You will learn the limitations of your current model of the world and expand your leadership capabilities.

 [Promo Video for Carl Gould's Presentation - Anatomy of a Comeback](#)

### **3. Down Market Growth Strategy**

*Product & Pricing, Customer Engagement, Sales, Marketing*

#### **Program Description**

Buyer preferences change depending on the direction of the market. We will discuss those buyer preference changes and how best to pivot your approach.

#### **Value to members**

##### **What You Will Learn:**

1. Buyer preferences during different economic trends:
2. upmarket
3. sideways market
4. down market
5. Create your menu for growth so you can maximize each economic direction
6. Sales messaging that moves your prospects from high purchasing resistance to low purchasing resistance
7. Optimize your sales funnel through micro-segmentation

### **4. How To Uncover The Hidden Value and Untapped Potential in your Business**

#### **Program Description**

Where are your leadership blind spots; and more importantly...where are your company's blind spots? Understanding where the pockets of potential are in your business, and how to fully exploit them will give you a leg up on your competition.

#### **Value to attendees**

Attendees will leave with a plan that they can put into action instantly to grow their business, expand their operations and, ultimately, maximize the salability of their company.

##### **What you will learn:**

1. How the personality of a business mirrors the personality of its owner,
2. The strengths and blind spots of an organization, and where the hidden value and untapped potential resides in your business
3. Where to focus your current resources for maximum impact right now
4. How to increase your sales by 10%-30% immediately
5. The necessity of visionary thinking and leadership
6. How to eliminate your competition

Carl will drill down on specific areas that each of the participants are struggling with currently and brainstorm the resolution of those issues. In the presentation, Gould will demonstrate the 'Path to Innovation' for Atlas-Tech, and how to maximize each area of the business.

[Promo Video for Carl Gould's Presentation - Uncover The Hidden Value and Untapped Potential](#)

## **5. The 7 Stages of Business Success**

### **Program Description**

In this highly engaging presentation, Carl Gould explains each of the seven stages of the successful development of a business. Utilizing information taken from each member, he will discuss the importance and urgency of understanding your current stage versus your desired stage.

Key issues covered include:

1. How the personality of a business mirrors the personality of its owner
2. The strengths and blind spots of an organization, and where the hidden value and untapped potential resides in your business
3. Where to focus your current resources for maximum impact right now
4. How to increase your sales by 10 to 30 percent immediately
5. The necessity of visionary thinking and leadership
6. How to eliminate your competition

The presenter approaches the issue of successful business growth from an experiential standpoint and provides participants with practical ideas for immediate implementation. Whereas other discussions on management are theoretical and vague in nature, Carl will drill down on specific areas that each of the participants are struggling with currently and brainstorm the resolution of those issues.

### **Value to attendees**

Attendees will leave with a plan that they can put into action instantly to grow their business, expand their operations and, ultimately, maximize the salability of their company.

[▶ Promo Video for Carl Gould's Presentation - The 7 Stages of Business Success](#)

## 6. HyperGrowth

### Program Description

In this highly interactive presentation, Carl Gould explains the Seasons of Business, and how that affects purchasing habits in your customers. He will show you a number of innovative ways to position your company as a market leader, poised for HyperGrowth. In this intimate workshop, Carl will take a deep dive into the key drivers of sustainable growth for your business. This content is exclusive to Gould and is normally reserved for his clients. This material is also featured in Gould's best-selling book 'Biz Dev Done Right'.

### Value to attendees

Attendees will leave with a clear action plan to differentiate their business from their competition. They will create their Obnoxious Offer, a proprietary innovation technique to set yourself a part in the consumer's mind. Members will understand where their business development activities are vulnerable, and how to manage their sales function effectively.

### What you will learn:

1. Where to focus your current resources for maximum impact right now.
2. How to increase your sales immediately by micro-segmenting your sales process.
3. How to eliminate your competition using the Obnoxious Offer.
4. Gould will show you a sales matrix and demonstrate how 10% incremental improvement in key Business Development activities can double your sales.
5. Converting complaints into premium sales opportunities.
6. Techniques for successful Sales Management.

The presenter approaches the issue of successful business growth from an experiential standpoint and provides participants with practical ideas for immediate implementation. Whereas other discussions on management are theoretical and vague in nature, Carl will drill down on specific areas that each of the participants are struggling with currently and brainstorm the resolution of those issues.

[▶ Promo Video for Carl Gould's Presentation - HyperGrowth](#)

## Testimonials

*How do you know you are making the best decisions for your firm? While most know when they are getting it wrong, very few realize they are on the RIGHT track. That is where 7 Stage Advisors comes in. Our subject matter experts will help you create a strategic plan based on analytics and proven experience; and then guide you through the implementation of that plan to ensure that you are making the best decisions, and you have the peace of mind that you are on the right track.*

*Do you feel as though you are all alone? You won't feel lonely anymore with 7 Stage Advisors. We 'embed the expertise' in your business by rolling up our sleeves and managing the areas of your business that are underperforming. Our consultants are former business owners and 'C' level executives. They are the men and women who were behind the curtain and responsible for countless successful business launches, turnarounds, and hyper growth enterprises. We teach you how to fish, and we also jump in the boat with you and cast a line to help get the job done!*

*I want to thank you for mentoring me years ago, you really helped change my life. I have now made millions in bitcoin!*

*JRC*

*[OBJ]*

*We wanted to check in and say THANK YOU. The Solomon Coyle team and our Members appreciate you taking the time to share your thoughts, expertise, and best practices with the group. The event feedback from our Members has been overwhelmingly positive, and your session was such an important component of our month long event. In fact, we had many attendees comment that it was their favorite session! Once again, thank you!! We value your contributions in helping us create a successful Spring Summit and could not have done it without you.*

*Sheri Winter*

*Solomon Coyle*

*[OBJ]*

*Carl, You exceeded my expectations moderating our EONJ mid-year Summit. Thank you so much for making it a success!*

*Tom Paterna*

*EONJ Chapter President*

*[OBJ]*

*Carl was spectacular and our whole event was a success! Thanks so much! We even grabbed a virtual selfie with him!*

*Gene Fetty*

## *Dent Repair Now*

[OBJ]

*The Smoke & Fire event was great! Special thanks to...the one and only Carl Gould for his help moderating the panel. He does an awesome job of keeping it all going, interesting and fun. Looking forward to the chapter having this event again!*  
Todd Leonardis  
EONJ

[OBJ]

*Carl, I've been following you in your footsteps and thank you sincerely for the leadership and inspiration to never give up. Your work is above and beyond! Thank you.*  
Ken Van Liew  
#1 Best-Selling Author of Modern Wealth Building Formula

[OBJ]

*I wanted to write and thank you for the dynamic breakout session you provided last week at the BMW Supplier Diversity Event. Your energy was contagious and I really enjoyed the physiology aspect behind your methodology. You were by far the most talented of the bunch who held breakout sessions, heck, I enjoyed your speech more than the keynote speaker.*  
Anthony Boji Sr.  
Product Sourcing Specialist Procurement Connected Car

[OBJ]

*Hi Carl, I thoroughly enjoyed your presentation at the BMW Conference this week. You are an inspiring speaker and very motivational. It was a real pleasure to be in your class and I hope to see you again next year!*  
Rose Woelker  
Foothill Foodie Tours

[OBJ]

*Thanks Carl! I had a second epiphany because of your lecture. I paraphrased everything you told me (including the fish skin bag story – which my wife loved) and it finally swung her around to reconsider her own price positioning. The result – she feels that it is worthwhile if she delivers the service herself at a higher price. It was serendipitous that we met you on Monday.*  
Randal Eastman  
Vice President, Dragonfly Therapeutic Retreat Shanghai, Chin



[OBJ]

*This was fabulous, high energy, challenging and fun! Carl is a dynamic and engaging presenter and the material was comprehensive and useful.*

*Mark Komen*

*Founder and President, Kodyne IncPlymouth, MN*

[OBJ]

*I have attended a few of Mr. Gould's seminars and have hosted one at my office. I have found the seminars to be informative, thought provoking and useful. Audience participation has been good and the "buzz" in the post seminar session attests that the content of the seminar was well received. The feedback I received from the seminar I hosted was positive. I already have put into practice some of the things learned at the seminar and have been comfortable in referring business to Carl based on the seminars and material provided.*

*Paul V. Pratt*

*Client Relationship Manager, Scotia BankBarrie, Ontario Canada*

[OBJ]

*I just wanted to let you know how your teachings have benefited my family. Well, after 18 months in business, Beachwood BBQ is profitable, has just been ranked # 3 in California and #1 in Orange County, and IS FEATURED IN THE APRIL ISSUE OF ENTREPRENEUR MAGAZINE. (See Article: What's Cooking? Hungering to launch your own restaurant? Use these 7 tips to get your business started now.) From the start, I was able to employ all of the lessons learned from you. I just wanted to personally thank you.*

*Andrew D. Gordon*

*Phoenix AZ*

[OBJ]

*In October Carl presented "The 7 Stages of Small Business Success" at the Crown Plaza Hotel in Natick, MA. The topic incited close to one hundred of our business banking customers and prospects to register for the event. Carl's presentation entertained and informed the audience from start to finish. Given the gloomy state of the economy, Carl also provided business owners with a positive pep talk on the opportunities that can present themselves during such an economic downturn. At the conclusion of the event, Carl offered all attendees a cost free workshop and a free behavioral assessment. Feedback from attendees has been very positive. I highly recommend Carl.*

*David M. Bennett*

*Vice President, Community Business Banking SpecialistMiddlesex Savings Bank  
Natick, MA*

[OBJ]

*We conducted a small business seminar at our bank last month featuring Carl's presentation. He is an energetic and engaging speaker who had everyone's attention at 7:30 in the morning, and never lost it. Our attendees, both current and prospective customers, have all expressed their appreciation for the program and their desire to see more of the same. I would say we got more than we expected from the experience, and that we are planning to continue a program Carl Gould kicked off in style.*

*Laura E. Bronwell*

*Senior Vice President/Director of Marketing, Sales and Product Development, UniBank  
Whitinsville, M*

☐☐☐

*Carl's influence on my business first of all has been profound and outstanding. The same principles and the same benefits that applied to the business have actually worked in my family life and my intimate life as well. As we plan what we want for our family, what we want for our vision, what we want for our future and not simply being along for the roller coaster ride and not being subjected to other people's whims or what other people want from me. If you have the opportunity to study with Carl, to listen to what he has to say, to learn from him, to read something from him, jump on that opportunity it will be the most important or one of the greatest decisions that you make.*

*Ben Pargman*

*Joel & Granot Real Estate, LLC. Attorney, Real Estate Investor, and national authority  
on short sales. Atlanta, GA*

## Booking

Carl's schedule fills up fast, but working with him is easy. I am Carl's Executive Manager, Alex Martinez, and am always available to discuss scheduling, booking, pricing and answer questions. You may reach me at 973 750 8911 or at [logistics2@7stageadvisors.com](mailto:logistics2@7stageadvisors.com). What is the timeline for speaker selection and are you the right person to contact?