



**INTERACTIVE WORKSHOP
TUESDAY DECEMBER 6, 2011
2:00PM-4:00PM
“STRATEGIES TO INCREASE PRODUCTIVITY BY CREATING
HIGHLY EFFECTIVE TEAMS”
ALLEN FAHDEN, *INNOVATIONS ON DEMAND***

ALLEN FAHDEN BIO:

Just on the strength and uniqueness of his ideas, Allen Fahden has gotten the attention of people in groups of up to 50 million. His One-Book Book Store, *ReadDundant*, appeared in People Magazine, on ABC News, the BBC, National Public Radio and in major city newspapers. The store featured only Fahden's book in 13 different departments.

His promotion for the Portland Beavers, during the Enron scandal (Arthur Andersen Appreciation Night) got him on CNN and ESPN. "It costs \$5 to get into the ball game, but we give you a receipt for \$10 for tax purposes." Fahden has worked with clients Paul McCartney on his food venture and Bill Murray on his professional baseball teams.

As a speaker he appeared for 20 of the top 100 companies in the world, ranging from Lockheed-Martin to Coca-Cola, GE and Disney. Shell Oil reported that using Allen's techniques saved them a million dollars per team. Allen's systems gave Qwest a 38% sales increase and division sales grew from \$20 million to \$60 million over the next two years. Allen's profile that streamlines innovation has sold nearly a million copies worldwide. He has written several books, including chapters on strength-based work for the best-selling book *The One Minute Millionaire* by *Chicken Soup for the Soul* author Mark Victor Hanson.

Allen spoke at the first Fortune Magazine Innovation Forum alongside Warren Buffet and the CEOs of the top Fortune 500 corporations. He has trained and entertained audiences in the United States, Canada, Malaysia, Singapore, Germany, and Spain.

Clients include:

3M
Amazon.com
Disney
Procter&Gamble
Coca-Cola
Hewlett-Packard
Whirlpool
Paul McCartney
Maytag
GE
S.C. Johnson
Lockheed-Martin
USWest
The Associated Press
Novartis Pharmaceuticals
Tampa Bay Devilrays
Eastman-Kodak

Blue Cross/Blue Shield
JP Morgan Chase
GlaxoSmithKline
University of Minnesota
Deloitte Touche
United Health Care
American Advertising Federation
Direct Marketing Assoc.
Apple
Wells Fargo
Cargill
U.S. Bank
Gannett
Imation
Medtronic
Fortune Magazine
McDonald's