

# Value Driven Leadership

The question isn't  
*“Why be a Leader?”*

The question is **“WHY NOT?”**

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Andy Smith spent 22 years working with one of the most successful companies in America, the Harley-Davidson Motor Co. During that time he worked his way from retail operations through international distributors to corporate headquarters. The last 7 years at Harley were spent leading the search for new solutions with Harley-Davidson University in Milwaukee. Today, he continues to assist Harley-Davidson and other companies to attain a higher level of success.

Andy Smith's specialty has always been to use humor, creativity and the power of consistent values to increase human and business performance by questioning the answers, and not accepting the status quo. Thus, he can help audiences focus on personal development, customer service, and what it takes to be an effective leader. His fascination with the process of creativity, abstract thinking and problem solving helps organizations think outside of the crate, especially in the workplace.

As a keynote speaker he was voted the 'Best of Conference' at the 2002 Great Game of Business in St Louis. As a facilitator and program leader he has wowed audiences all over the world from Australia to Singapore to the Czech Republic. Andy gained an education at the school of hard knocks, an undergraduate degree in Production Engineering while working with General Motors in England; and more-recently, a Masters' degree in Communications from Northwestern University. He is also a certified De Bono instructor.

While not riding one of his 15 motorcycles or sailing on Lake Michigan, he spends time with his wife of 25 years, 2 kids and 4 cats in Cedarburg Wisconsin.

His daughter describes him as an old, well-traveled Englishman, married to an Irishwoman, the father of Canadian children, now living in the United States.

Andy can address your group on a variety of subjects such as-  
Communication, Leadership and Values, Ethics, Creativity and Customer Service