

# Barry J. Moltz

Crazy about Business, Insane for Your Success.



Barry Moltz has founded and run small businesses with a great deal of success and failure for more than 15 years.

After successfully selling his last operating business, Barry has branched out into a number of entrepreneurship-related activities. He founded an angel investor group, an angel fund, and is a former advisory member of the board of the Angel Capital Education Foundation.

His first book, *“You Need to Be A Little Crazy: The Truth about Starting and Growing Your Business”* describes the ups and downs and emotional trials of running a business. His second book, *“Bounce! Failure, Resiliency and the Confidence to Achieve Your Next Great Success”*, shows what it takes to comeback and develop true business confidence. His third book, *“BAM! Delivering Customer Service in a Self-Service World”* shows how customer service is the new marketing.



Barry hosts “Business Insanity Talk Radio” weekly and writes “It’s A Small Business World” Blog for Chicago Now/ Chicago Tribune. He has appeared on many TV and radio programs such as The Big Idea with Donny Deutsch and The Tavis Smiley Show.

## “Entrepreneurship now has its own Bill Cosby.”

**Barry Merkin, Professor, Kellogg School of Business, Northwestern University**

“Barry was on from the minute he hit campus—welcoming our guests, chatting with our students and warming up the crowd. One of the highlights of the evening was the Q&A session, when one of the entrepreneurs in the audience said ‘you just told my life story.’ Afterward, Barry was the last to leave, signing books and answering questions until the very end. He provides exactly what he promises—high impact and high energy.”

*Anne McCarthy, Ph.D., Dean, Merrick School of Business*



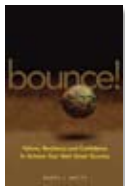
# Barry Starts by Telling You the Truth.

Barry has given hundreds of speeches to corporate, student, and entrepreneurial audiences of 20 to 20,000.

He makes friends with his listeners and delivers the straight stuff in a direct, humorous, and occasionally irreverent manner using real life business examples and personal tales.



## Three of Barry's Most Popular Keynotes



### **Bounce! How to Strive and Thrive Out of This Recession**

Economic cycles come and go. We have been here before and survived. Cheer the good times with parties, awards and trophies. Mourn the bad times but then let go. Barry demonstrates that developing the resiliency to “bounce” through these cycles of good and bad times determines who ultimately will succeed. Using real life business examples, he shows that with true business confidence, what actions we can take to face our fears, let go of shame and failures, be better risk-takers, and define our own brand of success.



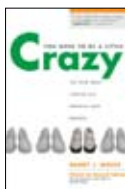
### **BAM! Delivering Customer Service in A Social Media and Self Service World**

Communicating via social media tools like Twitter, Facebook and YouTube have turned the world of customer service upside down. It used to be that a dissatisfied customer would tell 7 people. Now, they can instantly tell 10,000. With these new tools, effective customer service has become the new focus for marketing any business.

BAM ! is a no nonsense approach that teaches companies how they can deliver effective customer service in this self-service world. The speech first debunks the 20 common myths of customer service – from “The customer is always right ” to “We need to over promise and under deliver” – myths that too many companies use automatically to run their customer service practices.

You will learn to:

- How to Bust 20 Myths of Customer Service that Hold You Back.
- A Formula to Determine the Economic Value Each Customer Contributes.
- A Two-Way Customizable Customer Service Manifesto.
- Action Plans for CEOs, Line Managers, and Customer Service Reps.
- How to Get Your Best Customers to Stay and Fire the Harmful Ones.



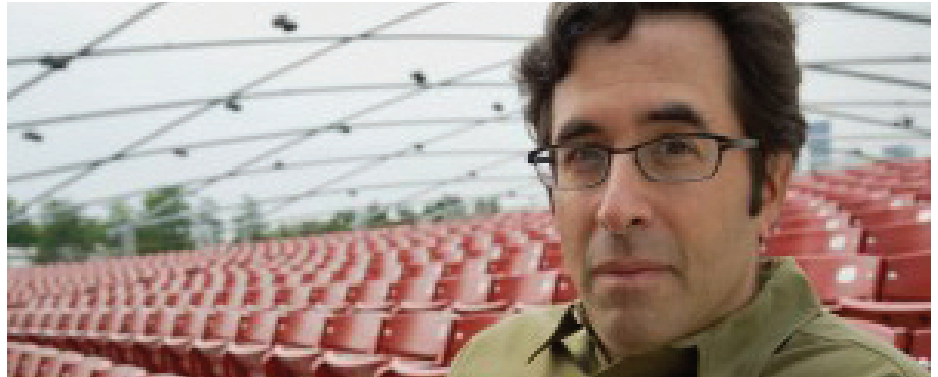
### **You Need to Be A Little Crazy To Start and Run Your Own Business**

The best way to debunk myths about start-up business is to tell the truth: You have to be crazy to start a business. Entrepreneurs live at the complex intersection of business, financial health, physical well-being, spiritual wholeness, and family life. Tidbits of insight will vaporize isolation, encourage self-reflection, and refresh the spirit of anyone running their own business.

# Barry Speaks. People Talk and Talk!

“Barry spoke to a very diverse group of entrepreneurs. His intellectual humor was well-received and his interest in local entrepreneurial development was stimulating.”

*Maria G. Hampton, Vice President,  
Federal Reserve Bank of St. Louis*



“Thank you, Barry Moltz, for getting past the you-can-turn-it-around cheerleading and the failure-is-your-teacher balms that are supposed to somehow ease our pain when we hit bottom in spite of our best efforts. Thank you for taking a hard, honest, and often humorous look at failure for what it really is.”

*Scott Allen, About.com*

“Barry’s insights into entrepreneurship—the challenges, successes, and pitfalls kept our audience enthralled. This is one funny guy who has a lot of interesting stuff to say and who offers a truly unique viewpoint on the world of entrepreneurship.”

*Dinah Adkins, President  
and CEO, National Business Incubator  
Association*

“*Bounce* will transform fears into confidence and define your own brand of success. Brilliant.”

*Dr. Joe Vitale, author,  
The Attractor Factor*

“Your energy is contagious.”

*Stephanie Weaver, Ewing Marion  
Kauffman Foundation*

## Talking Crazy, One Business at a Time

Barry has served hundreds of corporations, companies, and start-ups. He’s a teacher and lecturer at colleges and universities and has been sought out by public agencies and economic development organizations for his business expertise.

American Chamber of Commerce  
Executives

Association of Small Business  
Development Centers

Angel Capital Association

Angel Capital Education Foundation

Atlanta Hawks

Capital One

Collegiate Entrepreneurs  
Organization

Darden Business School

Ewing Marion Kauffman Foundation

Federal Reserve Bank

Finance Leaders Association

General Electric

Harvard Business School

Illinois Institute for Entrepreneurship  
Education

*INC Magazine*

International Council on Small  
Business

Lead America

MIT

National Association of Community  
Colleges for Entrepreneurship

National Association of Seed and  
Venture Funds

National Business Incubator  
Association

National City Bank

National Foundation for Teaching  
Education

Northwestern University

Office Max

The Invention Show

Thunderbird University

University of Tasmania

US Chamber of Commerce

US Department of Agriculture

US Small Business Administration

Wake Forest University

Wells Fargo Bank

Young Entrepreneurs Organization