

Speaker's Packet



Robb

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**Freedom**

PERSONAL DEVELOPMENT

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# About Robb

**Robb Zbierski is a professional speaker, trainer, best-selling author and coach with Freedom Personal Development. Working with companies across a broad spectrum of industries, Robb helps clients develop professional skills and positive mindsets that let them discover their potential and maximize their results.**



Robb's purpose is to inject excitement into everything he does. This purpose provides Robb the means to guide others (and himself) to become more effective in what they do while enjoying every minute of doing it. Because when you can more effectively accomplish the things you feel like you NEED to do, it lets you have way more fun when it comes time to doing the things you WANT to do!

With a history of success in Product Management, Sales and Marketing roles within the Outdoor, Bicycle and Fitness (aka "Passion Pursuit") industries, Robb was notorious for bringing fun to the forefront while also encouraging people to embrace their passion and energy to get the job done. A dynamic and engaging speaker, Robb connects with every audience to help them understand what can be accomplished with the right attitude and work ethic.

An avid cyclist, reluctant runner, fisherman and beer enthusiast, Robb has completed the infamous Triple Bypass bike ride, the Chicago Marathon and is in the midst of a multiple-decades run of never getting skunked on his annual fishing trip. Robb currently lives with his wife (Kate) and their twins (Effie and Charlie) in Arlington Heights, IL.

"As the director of a top dental study club I am always looking for speakers who not only have a solid message to deliver but can deliver their message in a powerful way to engage the audience and provide information that can be implemented in real life situations and in business immediately. Robb was able to exceed my expectations and WOW our audience. Robb's message can be used to immediately impact your personal life and your business. He has been very easy and friendly to work with and I would recommend him to any organization looking to enhance personal development."

- Scott Hoyer, D.D.S, Director, Seattle Study Club Madison

# How to Work With Robb

Robb is available for your next meeting or event to deliver Keynote programs, Workshops, Breakouts, Group or One-on-one Coaching and is also an energetic, hilarious and renowned event emcee.

Robb can be quickly and easily secured for your group through a contract including honorarium/fee, travel and expenses. For more information, or for a contract proposal contact Robb directly.

For Dental clients, Robb has partnerships with Benco Dental, CareCredit and RevenueWell. In some cases, co-sponsorship/subsidies for your event can be secured through these partners. Contact Robb directly for more information.



“Robb Zberski is one of America’s most talented professional motivational speakers. He is bright, funny and his message highly compelling for those in any industry. Country Kitchen International has had Robb speak at two of our annual conventions bringing unique tools and techniques for our industry to help motivate and empower owners, managers and team members.

His presentation on training your brain for success and goal setting was energized and left our attendees motivated and excited to get started with their team members at the store level. His real life examples were captivating showing how ordinary people were accomplishing extraordinary things. The content is a timeless message suitable for all audiences.”

- Charles Mocco, CEO, Country Kitchen International

“I thought it was awesome! I’ve gone/heard speakers talk about professional achievement before and never could really relate the works to my daily work environment. I literally could apply everything we talked about to some aspect of my work day. The atmosphere was upbeat, fun, yet serious.”

- Chad Stanek, Heartland Business Systems

“What a blast. It’s not as often as I’d like that a speaker actually wants to be there like you do, and participates fully like you did. And, is sarcastic and fun along the way. Refreshing and wonderful.”

- Nicole Lewis, Manager, Marketing & Communications Services, SmithBucklin Corporation

# Available Programs

## Train Your Brain For Success

Your brain is the single biggest driver of your energy, your focus, and the results you get in every area of life. Your career, your finances, your physical health, your relationships- all of them are constantly created and influenced by your thinking. Unfortunately, your brain didn't come with an owner's manual...until now.

In Train Your Brain For Success, you will learn to harness the incredible creative capacity of your mind and achieve your personal best - professionally, financially and personally.

Based on Roger Seip's bestselling book, **Train Your Brain For Success** is extremely interactive, incredibly eye-opening, and a lot of fun! Participants will definitely gain insights that will make them more effective immediately, and come away with a plan for making that improvement last.

Through that process, we will cover:

- The ways in which your brain literally creates your experience - and your results. Every day, we're creating our lives with our mind - and it's enlightening to see how
- Your brain's extremely UNhelpful "default settings" All of us have brains that come "pre-programmed" with some really strong patterns that will actually hold you back - if not understood and dealt with.
- How to overcome these default settings, and put you in charge of your brain and your results. The good news is that there are simple and effective strategies for making your brain work FOR you instead of AGAINST you. So we'll wrap up our session by providing a game plan for ongoing improvement.

## Reading Smart

We all have the "I'll get to it" pile of unread materials. Just knowing there is information in there that you are not using can bring on unwanted stress. How much of your day is dedicated to reading? How much of your day is dedicated to putting off what you know you SHOULD read?

The Reading Smart workshop teaches you how to convert yourself from a passive, disengaged reader to an active, voracious consumer of information. Imagine having the ability to cut your reading time in half while increasing comprehension and retention. Get through business books with ease. Turn your unsexy reading workload into something you can't wait to knock out. Be in the upper echelon of information holders in your industry.

Reading Smart workshop Clients:

- Double their reading speed
- Learn 15 strategies that help increase reading speed both in print and on a screen
- Notice a quantifiable increase in reading comprehension
- Reduce reading workload by 70%

## The Proper Care and Feeding of Your Attitude

Don't worry, this isn't the talk you got from your mom when you were 9 years old that sounded like, "Listen, mister/miss...you need a bit of an attitude adjustment, pronto!" Some say Attitude is everything. In this program, attendees learn about the role their attitude plays in getting better results... in every aspect of their life, from relationships to business to health & fitness. Anything can be accomplished with the right attitude and mindset.

We'll discuss, and attendees walk away understanding:

- What attitude is (and isn't)
- The importance of your attitude
- Several Mindset Management tools that can help "tune up" your attitude to where it needs to be in order to operate at your best.

## Goal Setting for Breakthrough Success

Goal Setting For Breakthrough Success will provide the direction your group needs to channel their energy and achieve a "personal best".

In this seminar, we'll teach you how to structure your goals for maximum impact. Other topics covered include how to dramatically heighten your focus, thrive under pressure and overcome any barrier! The power of the goal lies in the focus. With a personal goal-setting game plan, you'll have the freedom to choose the results that are important to you.

In this program we'll cover

- Learn the purpose of goals
- Understand the five characteristics of an effective goal
- Learn how to tap into the power of your subconscious in order to help you achieve your goals
- Learn how to structure both short term and long term goals for maximum accomplishment

## Discovering your Memory Power

Your profession demands that you remember a wealth of knowledge including client details, numbers, market data, lists, presentations and most importantly, NAMES! A simple slip of the mind can result in thousands of lost dollars in sales and credibility.

This unique program is a memory course that expands your ability to recall information like names, lists, numbers, presentations, key client information, foreign languages, vocabulary, equations, information from books and meetings and much more by teaching you how to use the natural language of your memory.

The Memory Training program is perfect for groups looking for a breath of fresh air when it comes to training. This program is fun, inspirational, and most of all, ANYONE can do it. Participants see immediate results that they put in to use right after the program.

Memory Training workshop Clients typically:

- Experience a 300% increase in your ability to recall information.
- Remember a list of 50 unrelated items forwards, backwards and in and out of order.
- Develop the ability to deliver presentations without notes.
- Be able to meet 20 new people and remember all of their names within an hour.

## Master Your Mind

Master Your Mind offers a bit of perspective and a lot of insight for anyone seeking long-term success. Success in business is spelled M-O-R-E: better results, faster growth, more revenue, greater efficiency. Do more. Make more. Achieve more. And do it now.

While top-level performance is the holy grail of business at all levels, there is another, much better way to achieve it: slowing down. Master Your Mind shows you how to supercharge your trajectory by taking it S-L-O-W.

Slowing down is not a luxury, it is a necessity. A frenetic brain simply doesn't perform at optimal levels. By maintaining a snail's pace, you actually achieve better results because you're firing on all cylinders. You'll think of new things, approach old problems from new perspectives, and breathe a breath of fresh air into everything you do. This program shows you how to achieve this state of steady, sustainable fire, and how to get further by crawling than you ever did while attempting to fly.

Attendees will learn:

- Strategies and tactics for slowing down to achieve better, faster results
- Methods for achieving optimal performance thought patterns
- How to build energy, revenue, and good health in a self-sustaining way

## Time Management - The 2-Hour Solution

Have you ever found a \$20 bill in the dryer and been so excited about it because it felt like free money? Imagine having that exact same feeling every time you looked at your calendar. With the 2-Hour Solution™, attendees learn how to set up their calendar in a way that will help them find at least an extra 10 hours a week. A must attend program for individuals who feel like they are on the hamster wheel of life.

In this program we'll cover

- How to schedule yourself effectively to run your life so your life doesn't run you
- A proven 7-step process for managing both your personal calendar and your professional calendar
- Ways to find at minimum an extra 10 extra hours per week in your life

## Creating Record Breaking Results

Records were meant to be broken. Are you ready to break a few of your own?

In Creating Record Breaking Results, attendees will learn to harness their mental power to achieve a "personal best" - in any area of life. The process is simple. We'll identify a personal record you'd like to break, then create the action steps to move you in the right direction.

Highlights of this Program:

- Three mental factors that will automatically move you towards your goals
- Four necessary components of any record breaking performance
- How success leaves clues - and where to find them
- What the "Law of Attraction" is - and the impact it has on your life
- How to "flip the switch" that triggers achievement

# Partial Client List

American Dental Association  
Seattle Study Club (HQ)  
Benco Dental  
North American Society of Periodontists  
Popp Dental  
Bisco  
ACT Dental  
West Prairie Dental  
Seattle Study Club of Madison, Madison, WI  
WinnebagoLand Study Club, Fond Du Lac, WI  
Milwaukee Study Club, Milwaukee, WI  
Impact Austin Study Club, Austin, TX  
CDCADE Study Club, Albany, NY  
Jersey Coast Dental Excellence Forum, Red Hook, NJ  
Select Study Club Evansville, IL  
Commonwealth Study Club, Fredericksburg, VA  
Great Blue Heron Study Clubs,  
Seattle and Tri-Cities, WA  
Quakertown Study Club, PA  
Cameo Endodontics, Chicago, IL  
Mile High Dental Study Club, Golden, CO  
SFUMATO Study Club, Columbus, OH  
VIP Study Club, Vancouver, BC  
Ft Worth Study Club, Ft Worth, TX  
Central Valley Study Club, Fresno, CA  
Sonar Study Club, Indianapolis, IN  
PDL Study Club, Chicago, IL  
Seattle Study Club of Dallas, Dallas, TX  
Seattle Study Club of Rochester, Rochester, NY  
Nulmage Advanced Dental Seminars, Raleigh, NC  
5th District Dental Study Club, Overland Park, KS  
Thunderbird Study Club, El Paso, TX  
Pinnacle Study Club, Tampa, FL  
Chapel Hill Comprehensive Study Club, Chapel Hill, NC  
St Helens Shadow Study Club, WA  
AZ Perio, Scottsdale, AZ

Triple Crown Study Club, Annapolis, MD  
NAIFA - National Association of Insurance and  
Financial Advisors  
Northwestern Mutual Insurance  
UBS Financial  
New York Life  
Mass Mutual  
Guardian Life  
United Advisors  
World Equity Group  
WICPA  
Independent Insurance Agents of IL  
Independent Insurance Agents of KY  
State Farm Insurance  
American Family Insurance  
Farmer's Insurance  
Arachas Group  
Anton Insurance  
Secura Insurance  
Aflac  
Thrivent Financial  
BMO Harris  
Blackhawk Bank  
Anchor Bank  
Leading Real Estate Companies of the World  
National Association of Realtors  
Women's Council of Realtors  
Cressy & Everett Realtors  
Sager Real Estate  
Mike Thomas & Associates Real Estate  
Baird & Warner  
Keller Williams  
Coldwell Banker  
Re/Max  
Insulation Contractors Association of America  
North American Wholesale Lumber Association

Financial and Insurance Conference Professionals  
Fire Apparatus Manufacturers Association  
National Insulation Contractor's Exchange  
Associated Builders and Contractors of Wisconsin  
SmithBucklin  
Johns Manville Insulation  
IDEX Corp/Akron Brass  
Guardian Building Products Distribution  
Maas Companies  
Robertson Heating Supply  
Connor Company  
Ryan Incorporated  
First Supply  
Hill Mechanical  
Weiser Brothers Construction  
Patrick Lumber  
CareerBuilder  
Country Kitchen International  
The Garlands of Barrington  
DSI Group  
PM Alliance  
Food Tour Pros  
Engineering Systems, Inc  
Foremost Farms  
East Central Select Sires  
Carlson Labs  
Arlington Heights Park District  
Arlington Heights, IL Chamber of Commerce  
Illinois Valley Area Chamber of Commerce  
Rockford, IL Chamber of Commerce  
Illinois Area Chamber of Commerce Executives  
Hobart, IN Chamber of Commerce  
Portage, IN Chamber of Commerce  
Duneland Area Chamber of Commerce  
Toastmasters International  
Rotary International

“The enthusiasm and energy that comes through on a conversation with Robb is unique and quite unusual.

Robb produced the same level of energy and professional delivery of his subject as I expected. He kept the audience completely engaged as he taught a memory class. He not only entertained but had people walking away with ideas they could put to use in their everyday lives, both on the job and at home.

I have hired Robb for two different topics and have been fortunate enough to be at other events where he has been a speaker. The same energy and commitment to the subject matter has been there each time. I love this guy and what he brings to an audience.”

- Harry Kegler, CEO, ProHelp, LLC

# Curriculum Vitae

## Personal History

Date of Birth: October 21, 1976

Place of Birth: Barrington, IL

Family: Wife, Kate; Children, Effie and Charlie (Twins)

Currently Resides: Arlington Heights, IL

## Education:

1998-2000 Columbia College Chicago, Marketing Communications/Public Relations

1996-1998 University of Iowa, General Studies

## Present Position:

2010-Present Speaker and Instructor, Freedom Personal Development

## Former Positions:

2008-2010 Marketing Manager, Cycling Sports Group

2002-2008 Saris Cycling Group



"I have had the pleasure of hearing Robb speak twice. Once at a convention I was attending and got so much out of it, we HAD to get him for our show. He is dynamic and inspiring, offering practical advice for use in the real world. Robb reminds you to keep things in perspective. We are not saving the universe. This is work and life."

- Thea Dudley Director of Credit,  
Guardian Building Products Distribution



## Connect with Robb

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 [@theonlyrobbz](https://twitter.com/theonlyrobbz)

  
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