

David Berman Expert Speaker Introduction (for priority/time topics)

Dale Carnegie's advice on introducing speakers:

"Introduce in under 60 seconds, ensuring you cover these four things:

1. State the topic.
2. Tell the audience why it is important.
3. State the speaker's qualifications (*choose a few points from the paragraphs below*).
4. Handoff: "Here's David..."]

[... So, **DON'T READ ALL THIS ALOUD... JUST CHOOSE A FEW ITEMS YOU LIKE:**]

David Berman has more than 20 years of experience in priority and time management, design, and business strategy.

David's firm has developed personal productivity software currently licensed in 45 countries, as well as workgroup time tracking software used on four continents.

His expertise as a speaker, trainer, and coach has brought him to over 20 countries, helping thousands of people get greater things done.

He provides custom consultation and software needs assessment for private and public sector organizations, including Occidental Petroleum, Intuit Corporation, Abbott Laboratories, and the Transportation Association of Canada.

He is a senior strategic consultant, with clients including IBM, the International Space Station, xWave, and the Government of Canada, including CRA, Health Canada, the National Research Council, Indian and Northern Affairs Canada, CMHC, the World Bank, as well as many private sector and non-profit organizations.

He served as first elected president of the Association of Registered Graphic Designers of Ontario, the world's first accredited graphic design organization, from 1997 to 1999. He drafted the association's constitution and *Rules of Professional Conduct* and authored Ontario's accreditation examination on ethics and professional responsibility. In 1999, he was named a Fellow to the Society of Graphic Designers of Canada. In 2002 he was elected national vice-president. Presently, he is ethics chair for the profession in Canada. Since 2005, he has served as Vice-President of Icograda, the World body for communications design, and sits on an ISO standards committee.

He trained at the University of Waterloo in computer science and at Carleton University in psychology. David also worked in the Canadian federal government as a systems analyst.

David is also an expert speaker on strategy, Web, and information design issues, and is a professional member of the Canadian Association of Professional Speakers and the International Federation for Professional Speakers, and list on the National Speakers Association Web site.

David is passionate about sharing his message of how we can all help repair the World through socially-responsible application of our professional skills and opportunities. His book, *Do Good Design*, is being published by Pearson within the next few months.