



A KEYNOTE FOR CONFERENCES AND COMPANIES

Busy Is Broken

Do Less / Scale More

Scaling your company shouldn't cost your health, your family, or your sanity. Most of us wear busy like a badge and call it commitment. A few of us *avoid growing on purpose*, to protect some kind of life, and feel guilty about that too. Nobody in the room is exempt.

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FOREWORD BY

Michael E. Gerber
author of The E-Myth Revisited

ENDORSED BY

Verne Harnish
founder of EO, author of Scaling Up

Dr. Marshall Goldsmith
"A brave, practical guide to the hardest leadership shift."

55+
hours/wk where output collapses (Stanford)

745K
yearly deaths linked to overwork (WHO & ILO)

39
cities in 18 countries where Bill coaches

THE SPEAKER

Bill Gallagher

Executive coach to founders and leadership teams worldwide, host of the *Scaling Up Business Podcast* (680+ episodes). Led four companies as CEO and helped grow two others past \$550 million. Has coached 800+ companies across 18 countries. A former radio DJ, which explains a lot.

"Busy is not a time management problem. It is an identity problem. Which is why none of the fixes have stuck."

BUSY IS BROKEN

WHAT IT COSTS

\$15,000 KEYNOTE · IN THE ROOM Plus travel. Any keynote format up to 90 minutes. Includes 200 copies of the book and a signing. Additional copies at \$15 each.	\$1,500 VIRTUAL The same talk over Zoom or your platform. No travel, no books. Works as a kickoff, a lunch session or a leadership series opener.
WORKSHOPS AND LEARNING DAYS Half-day and full-day working sessions go past what a keynote can do, and are quoted on request. Tell Bill the room and the outcome you want.	
THE BOOKS 200 copies included and signed on site. More at \$15, shipped ahead or brought with him.	

WHAT THE ROOM LEAVES WITH

THE DIAGNOSIS The <i>four ways</i> leaders break the very systems they're trying to scale, and how to spot which one is theirs.	THE LANGUAGE A shared vocabulary for what's broken, so your people keep talking about it after the event ends.	THE FIRST MOVE A diagnostic they run on <i>their own calendar</i> that week. Not a thirty-day program. Just the next thing to do.
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FORMATS

15–20 min OPENER · TEDX Three stories, the main ideas, and questions for reflection.	45–60 min GENERAL SESSION Stories plus research, history and psychology, and a framework for change.	90 min KEYNOTE + Q&A Full keynote plus live self-diagnosis, discussion and Q&A. Works virtually too.	3–4 hours LEARNING DAY · QUOTED Full diagnostic, peer breakouts, real working time, and a 30-day plan.
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NO PITCH FROM THE STAGE Ever. Highly interactive, with real emotional range and genuine reflection built in.	IF A SPEAKER DROPS OUT Standing offer, unrelated to any booking. Call Bill. Usually well booked, but he will genuinely look, and he moves fast.	PROMOTION INCLUDED Every booking promoted on the <i>Scaling Up Podcast</i>, social and the email list. An ongoing campaign, not one post.
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WATCH BILL Highlights · vimeo.com/348380753 Audience reactions · youtu.be/Z9WGL_z301A TED style · youtu.be/_4BejkApwL8	BEST FOR Annual conferences · Leadership summits · Sales and ops kickoffs · Association and industry events · Executive offsites	HOW TO BOOK Pick a format and two or three possible dates. Email or call Bill and he will confirm inside a day.	BOOK THIS SESSION Bill Gallagher bill@scalingcoach.com +1 510 409 4089 busyisbroken.com
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