



Joe Calloway

Joe Calloway is a performance coach and advisor who helps great companies get even better. He helps organizations focus on what is truly important, inspires constant improvement, and motivates people to immediate action. Joe has been a business author, coach, and speaker for 30 years and his client list reads like an international Who's Who in business, ranging from companies like Coca Cola and IBM to Saks Fifth Avenue and American Express. Joe is the author of four ground-breaking business books including *Becoming A Category of One: How Extraordinary Companies Transcend Commodity And Defy Comparison*, which received rave reviews from *The New York Times*, *Retailing Today*, *Publishers Weekly* and many others. Joe's other books include: *Indispensable: How To Become The Company That Your Customers Can't Live Without*, *Work Like You're Showing Off! The Joy, Jazz, And Kick of Being Better Tomorrow Than You Were Today*, *Never By Chance: Aligning People And Strategy Through Intentional Leadership* and his newest book *Be The Best At What Matters Most: The Only Strategy You'll Ever Need*.

Joe is a guest lecturer at the Scarlett Leadership Institute, and has served on the faculty of the Center for Professional Development at Belmont University. Joe is a popular speaker for business meetings and events, and he also works with clients to help them achieve specific results and improvements in exclusive 90 day advisory programs. He doesn't do traditional "speeches." Instead, Joe actively engages people in highly interactive keynotes and workshops that challenge assumptions and create new ways of thinking. Whether advising leaders, coaching, facilitating a workshop or speaking, Joe loves to work with great organizations that want to be even better.