



A Talent Agency

Why Stress? Hire the Best!

FBI Hostage Negotiation Trainer and “People Hacker”

Dr. Mark Goulston’s Profile

Travels from Los Angeles, CA, USA



Dr. Mark Goulston, is a key adviser and confidante to CEO’s and Founders and also works with companies, organizations and agencies to create a “gotta have it” response from customers, clients, outside talent, employees and investors that causes them to do what you want them to do without your having to persuade them.

Midway through his career, Dr. Goulston discovered that helping families face and deal with challenges around leadership, conflict resolution, communication and cooperation was directly applicable to corporations and organizations. Common to the wide range of his activities is identifying, articulating and dealing effectively with the “hidden in plain sight” challenges and seizing the amazing opportunities facing start-ups, early stage, middle stage and Fortune 100 companies.

As a result of his rich and diverse background and experiences, Dr. Goulston increases people’s ability to get through to anyone.

- FBI and police hostage negotiation trainer
- Crisis psychiatrist for 30 years
- UCLA professor of psychiatry for 25 years
- Fellow of the American Psychiatric Association
- One of America’s Top Psychiatrists 2005, 2006, 2010, 2011 selected by the Consumers’ Research Council of America
- Author or co-author of seven books
- His book, “*Just Listen*,” became the top book on listening in the world and top book at Amacom books for five years
- The American Management Association and Canadian Management Centre have each created a two day course, “The Secret to Getting Through to Anyone,” based on Dr. Goulston’s work and his book, “*Just Listen*”
- His book, “*Get Out of Your Own Way*,” published in 1996, has been in top five self help books at Amazon for past five years
- His most recent book, “*Talking to Crazy: How to Deal with the Irrational and Impossible People in Your Life*,” from the American Management Association was their lead book for Fall, 2015
- Contributor to: *Harvard Business Review*, *Business Insider*, *Fast Company*, *Huffington Post*, *Psychology Today*
- Record number of registrants at Citrix webinar (9,200)
- Subject of PBS special, “Just Listen with Dr. Mark Goulston”
- Frequent guest expert in media including: *CNN*, *Fox News*, *CBS/NBC/ABC/BBC News*, *Oprah*, *Today*, *NY Times*, *Wall Street Journal*, *Fortune*, *Forbes*, *Investor’s Business Daily*, *Los Angeles Times*
- Co-Host of an all Black weekly radio show

He also:

- Is the Co-Founder of Heartfelt Leadership whose Mission is: Daring to Care and Go Positive Now
- Is the Resident Big Brother at Business Women Rising
- Serves on the Board of Advisers of American Women Veterans and Dr. Oz’ foundation, Health Corps.

Specialties: Customer Experience, Marketing, Innovation, Leadership, Change Management, Communication Skills, Strategy, Sales, Conflict Mastery, Suicide Prevention

Target Audience: Conferences; Off-Sites; Corporations; Large Groups; Non-Profits; Women’s Groups; Universities

Topics Include:

“WHY SHOULD I BUY FROM YOU?”

– Sales Conference Lead Off Keynotes

Are you looking for an “opening act” for your sales conferences that will not just “open up” your sales audience, but will hook and grab onto them and not let go?

In this “in your face” presentation, Dr. Goulston plays a “devil’s advocate” customer where he becomes the avatar of that highly prized, but resistant/skeptical/heard-it-all-before customer or client you would most want to close.

In the first 15 minutes he transforms himself into that person and challenges your entire audience with, “Why (the heck) should I buy from you?” He takes on any and all members of the audience (who will usually need to initially be prompted to participate by the person introducing Dr. G) who go on to use the most common “uncovering” questions and try to persuade and convince him. All to no avail. Following the role play, Dr. G uses his unique channeling skill to tell the audience what they could have asked and said, but didn’t, that would have caused him to buy from them.

Dr. G first used this “in your face” training with undergraduates at UCLA in a “Death and Suicide” course where he played a suicidal teenager who challenged the audience with: “I’m going to kill myself and you can’t stop me”. He expanded his work to training FBI and police hostage negotiators. And Dr. G expanded his presentations further into the corporate world!

Please call for fees

Testimonial:

“.....As a final note, one of the most successful and skeptical members of our leadership team who doesn’t suffer fools gladly and who is widely viewed as a thought leader became one of Mark’s biggest fans during and after the conference.”

**-Stan Barkey, Agency Development Executive,
State Farm**

For Further Information or to Book CONTACT:
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