

# George Campbell Biography

George Campbell is a Hall of Fame Speaker, published author, and in his rebellious youth, an award-winning stand-up comic, appearing on stages with the likes of Jerry Seinfeld and others way more famous than himself.

His work on countless corporate stages brought him to the attention of 60 Minutes, the LA Times, and (more embarrassingly), the game show, To Tell the Truth.

And then, he stumbled across a question so compelling that it changed the direction of his career and his life: How is it possible for smart, capable people to be completely aware of a few simple actions, that done consistently, would result in tremendous positive changes, and yet be unable to generate that ongoing behavior? George spent the next four years researching the neuroscience surrounding this behavior.

That work culminated in his bold new project, The Consistency Chain.

