



George Campbell

- Author of Consistency Chain
- Award-Winning comedian
- Hall of Fame speaker
- Frustrated Screen Writer



[GEORGE CAMPBELL, SPEAKERS REEL WATCH NOW!](#)



Speaks About:

- Consistency
- Overcoming Obstacles
- Resilience
- Continuous Improvement
- Peak Performance
- Sales Strategy
- Achievement
- Empowerment
- Leadership
- Motivation

What people are saying about George...

"George Campbell's message of reaching the 80% absolutely connected with our 170 TV sales managers. It became the buzz of our conference. He has such a great idea with his Consistency Chain concept. He's onto something really big and would be a great speaker for any conference."

-Jim Doyle, Sales Mgrs. High Performance Boot Camp

George Campbell Socials



Topic & Description

consistency [kuhn-sis-tuhn-see] (noun)

1. The most assumed, least developed organizational and human asset.

We strive for progress, growth, results ...and yet.

Topic Description

Here's the brutal truth: organizations are as consistent as their people, and 80% of people are NOT consistent.

Approximately 20% of people have a natural tendency to be consistent. We call them: leaders.

Then we ask these (naturally consistent) leaders to coach, instruct, and assist (naturally inconsistent) people, who are literally wired differently. (The disparity can be seen on an FMRI machine.)

That disconnect results in mutual frustration and huge opportunity losses. To bridge this gap, aspiring companies need be to create a Culture of Consistency.

“Until the 80% are given a strategy aligned with their hard wiring, they are going to struggle. They are currently trying to change behavior through “brute force.” And over time, “brute force” saps energy and willpower. And people stop.”

It doesn't matter if it's a new sales goal, customer service initiative, or diet and exercise regimen. Over time, most people slide back to the norm.

So, it really comes down to three concepts:

- The most certain way to make your organization more valuable is to make your people more valuable.
- And the most certain way to make your people more valuable is to make them more consistent.
- Consistency Chain is the science-backed, subject-tested, most certain way to help your people grow more consistent.

Interested in inviting George Campbell to your next meeting? Reach out to me for more information or visit his profile page - [George Campbell](#)