

# LOUIS BEZICH

**SPEAKER • AUTHOR • MEN'S HEALTH ADVOCATE**

## **Speaks about the power of motivation and behavior change for individuals and organizations.**

**Louis Bezich** is a healthcare executive, husband, father, grandfather, part-time professor and author with a passion for health and fitness. His devotion was formed through a lifetime of experiences that included divorce, single parenthood and professional challenges where diet and exercise became the antidote that carried him through the tough times and ultimately enabled him to flourish personally and professionally. Decades later, what started as a coping mechanism for an ambitious twenty-something has grown into a commitment that drives this sixty-something to share his experience, promote psychosocial motivation models and advocate for a new culture of men's health.

An executive for over 40 years in the public and private sectors, Bezich currently serves as Senior Vice President & Chief Administrative Officer with Cooper University Health Care and is an adjunct professor in the Graduate Department of Public Policy and Administration at the Camden Campus of Rutgers University. He also sits on various public, non-profit and corporate boards.

Bezich is the author of a *Crack the Code: 10 Proven Secrets that Motivate Healthy Behavior and Inspire Fulfillment in Men Over 50*, a contributing writer for *PhillyVoice*, and a contributing author to *Corporate Lawbreaking and Interactive Compliance*, edited by Jay A. Sigler and Joseph E. Murphy. He has been a guest on numerous television and radio programs, and has been a featured speaker at local, regional and national conferences.



### **Leveraging the Power of Motivation for a Healthier and Happier Life**

**Best Audience:** Individuals and Associations looking to find the secret to sustained health and happiness

- Discover the power of relationships as motivators
- Uncover the source of personal inspiration
- Building a platform of purpose
- Developing habits, routines and rituals that sustain healthy behavior
- Learning to adjust and adapt to change

### **Women: The Most Valuable Players in Men's Health**

**Best Audience:** Individuals and Associations looking to find the secret to sustained health and happiness

- Learn why women and a man's loving constituency are so essential
- Revealing the influence of relationships
- Running down the roles of women
- Uncovering shared experiences that build mutual health and happiness
- Building a long-term strategy

### **Creating a Culture of Motivation and Success**

**Best Audience:** Corporate Leaders, Leadership Teams, HR Executives

- Leveraging an employee's end-game to build a culture of commitment
- Identifying the pathway between customer goals and corporate strategy
- Demonstrating your laser focus on the value proposition
- Designing the infrastructure for systemic success
- Staying fresh, fierce and forward thinking

### **Do We Need Government to Save Us from Ourselves?**

**Best Audience:** General audience, Policymakers, Students

- Comprehending the serious trends confronting Americans
- Understanding the limitations of medicine
- Coming to grips with our inability to modify unhealthy behaviors
- Policy choices and the continuum of intervention
- America's history of behavioral and health-related regulation

### **The Pandemic That May Save Men's Lives**

**Best Audience:** Individuals and Associations looking to find the secret to sustained health and happiness

- Learn how COVID-19 exposed the good and bad of human behavior
- Get a glimpse of life on the front-line of the coronavirus pandemic
- See how COVID-19 revealed the capacity for elusive behavior change
- Experience how social relationships create a means for long-term resiliency
- Discover the silver lining in the midst of disruption and death

## **GET IN TOUCH**

Bezich is available for in-person as well as on-line engagements.

**LOUIS BEZICH**



**50 PLUS MEN**



To book Bezich please email [lbezich@50plusmen.com](mailto:lbezich@50plusmen.com)

# **CRACK THE CODE**



**10 Proven Secrets**  
that Motivate Healthy Behavior  
and Inspire Fulfillment  
in Men Over 50

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