

Knowing isn't the problem. *Doing* is.

Your team walks in with goals they've set a dozen times before. They walk out with the one daily practice that makes them follow through — long after the keynote energy fades.

The #1 Wall Street Journal, Amazon & Barnes & Noble bestselling author of *The Oxcart Technique*, the #2 New TEDx Talk in the World — a talk seen worldwide on the exact science of why people miss their goals — and a former U.S. Air Force Captain. Across more than 1,500 keynotes, Terry has turned the gap between knowing and doing into teams that actually execute.

THE CREDENTIALS

#1 WSJ · Amazon · Barnes & Noble Bestseller · USA Today Bestseller · #2 New TEDx Talk in the World · 1,500+ Stages



SIGNATURE KEYNOTE

Never Miss a Goal Again

The Nobel-Backed Science of Closing the Gap Between Knowing and Doing

Seventy-three percent of sales reps miss quota — and the cause isn't intelligence, training, or effort. It's the gap between what your team knows to do and what they actually do. Built on Terry's Oxcart Technique® and the Nobel Prize-winning behavioral economics of loss aversion, the keynote installs the one mechanism that makes the daily action finally happen — and keep happening, long after the room empties.

Your team walks in setting goals. They walk out reaching them — and every person leaves with:

THE DAILY PRACTICE

A written, three-page daily ritual — Failure Scenario, Action Plan, Success Scenario — your team can run every morning for the rest of the year.

THE MISSING HALF

Why vision boards and quota dashboards only pull the "carrot" — and the stronger, Nobel-backed force that conventional motivation leaves out.

THE FOLLOW-THROUGH

A system that compounds instead of a feeling that fades by Wednesday — turning knowing into doing, one day at a time.

"Losses loom larger than gains. That's not pessimism — that's Nobel Prize-winning behavioral economics."

IN THEIR OWN WORDS

"The best speaker we've ever had."

What the executives and conference directors who booked Terry say.

"As the opening keynote for our Expo, Terry got a standing ovation and set the tone for the entire conference. Without doubt, the best speaker we've ever had."

Conney Edmondson

Executive Director, Central Wisconsin Manufacturing Alliance

"Terry's presentation was inspiring and uplifting, resulting in a standing ovation by all in attendance. He walks the walk and talks the talk."

Craig A. Forman, CLU, ChFC, CLF

Managing Partner, New York Life

"He was awesome! Terry captured the attention and imagination of the audience. Every member will leave with the determination to become their best self."

Jeff Phillips

President, Washington Food Industry Association

"His energy, passion and storytelling style captivated everyone in attendance. Definitely the best speaker we have had the pleasure to hear in many years!"

Adrienne Torre

Past President, Spokane Executive Women's International

"Terry's delivery hits with impact and is powerful. He is great for a small group of 10 to 15 or for audiences over 1,000 — I have seen him connect with all of them."

Nathan Ricks

Founder, One Team Global

"For any high-quality engagement where you need a world-class speaker — and in particular when you want the speaker to get the audience to take action. He keeps you engaged from start to finish."

Richard A. Castleberry, MBA

Director, Full-Time MBA & MS Programs, Texas A&M University

"Terry was the single best speaker we've ever had at one of our events."

Adam Hutchinson

Executive Director, Northwest Concrete Masonry Association

"I spoke to a number of attendees who had been to many events with guest speakers — and by far Terry was the best they had ever seen and heard."

Stephen Hinger

President, Drum Rock Products

WHERE TERRY HAS SPOKEN

Sales organizations · Insurance, real estate & financial services · Direct sales & network marketing · Corporate leadership summits · United States Air Force · New York Life · National & regional conferences

ABOUT TERRY L. FOSSUM

Terry L. Fossum is a **#1 Wall Street Journal, Amazon, and Barnes & Noble bestselling author** and a **USA Today bestseller**. His TEDx talk — on why people miss their goals — was ranked the *"#2 New TEDx Talk in the World."* He is a former U.S. Air Force Captain who served as an executive officer in nuclear B-52 operations during the Cold War, and the winner of Fox's 2017 reality competition *Kicking & Screaming*. His keynote *Never Miss a Goal Again* is built on the Oxcart Technique® — the framework behind his #1 bestseller — and grounded in the Nobel Prize-winning behavioral economics of loss aversion. Across more than 1,500 engagements, he has earned the same review again and again: *the best speaker we've ever had.*



Book Terry L. Fossum

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