

★ ★ ★ ★ ★

# YOUR WINGMAN<sup>®</sup>

Lt. Col. Rob "Waldo" Waldman, MBA, CSP

| MOTIVATIONAL KEYNOTE SPEAKER | LEADERSHIP CONSULTANT | AUTHOR |





## YOUR CHALLENGE – WALDO'S MISSION

- Encourage a *spirit of collaboration* and *trust* in your company.
- Challenge your team to *overcome adversity* and *take action*.
- Energize your workforce to *focus* on a mission of service.
- Motivate, entertain and inspire a *commitment to excellence*.



No fighter pilot ever flies a combat mission solo and neither should you.  
**In business and in life you need Wingmen—trusted and reliable partners to WIN!**

I look forward to being your Wingman in helping you to promote a culture  
of peak performance, courage and trust within your organization.

– Waldo

“We are each of us angels with only one wing,   
 and we can only fly embracing each other.”

– Luciano de Crescenzo

# YOUR WINGMAN®



## YOUR WINGMAN®

LT. COL. ROB "WALDO" WALDMAN, MBA, CSP

Rob "Waldo" Waldman delivers the message of maximizing performance in competitive environments. Known as "the Wingman", he teaches organizations how to build trusting, revenue producing relationships with their employees, partners and customers while relaying his personal experiences as a combat decorated fighter pilot and businessman. He makes a striking parallel that is memorable and exciting and brings fighter pilot energy and passion into each story and illustration.



His message is simple: Whether achieving greatness as a fighter pilot or in business, the same qualities that drive success apply: disciplined training, dedicated teamwork, impassioned leadership and most of all...unwavering trust.

Waldo believes that the key to building a culture of trust lies with your Wingmen—those trusted partners in life who help you to **overcome obstacles, adapt to change, and achieve success.**

In business and life, you should never fly solo! The way to win when the heat is on lies in the ability of every Wingmen in your organization, regardless of their role, to give 110% and support the team.

A graduate of the U.S. Air Force Academy, Waldo overcame claustrophobia and a fear of heights to become a highly decorated F-16 fighter pilot and lead combat missions in Iraq and Serbia. He holds a MBA with a focus on Organizational Behavior, is past President of the Georgia Chapter of The National Speakers Association and was ranked one of the Top 40 Business Leaders in Georgia.

Having transitioned from Top Gun to top salesman and entrepreneur, his unique experiences in competitive and diverse environments enable him to genuinely relate to the challenges individuals face both in and out of the workplace. Audiences love Waldo because he truly speaks from the heart and has an infectious passion for helping people. His captivating personal stories combined with dramatic jet fighter video footage and inspirational music (composed by him!) will encourage you to **prepare diligently for every mission, face challenges with courage, build more meaningful relationships and maximize your potential** both in business and in life.





**YOUR WINGMAN!**  
A trusted partner in business and life!

- ★ **Motivational Keynotes**
- ★ **Peak Performance Seminars**  
Leadership, Team Building, Sales

*In business and life,  
you should never fly  
solo. You need  
Wingmen to Win!*  
- Waldo



# NEVER FLY SOLO®

THE POWER OF PARTNERSHIP TO REACH NEW HEIGHTS IN BUSINESS

KEYNOTE: 60-90 MINUTES

Flying solo? You might think so. But take a good look around...you have support staff. You have managers. You have suppliers and distributors. And you have colleagues, family members and significant others. By placing your trust in those around you—you can overcome obstacles, adapt to change, serve your customer and achieve success during adverse times. **By placing your trust in your Wingmen and by being a Wingman to others, there is no mission you can't complete in business or life.**

Lt. Col. Rob "Waldo" Waldman overcame a lifelong battle with claustrophobia and a fear of heights to become a combat decorated U.S. Air Force fighter pilot and highly successful businessman and entrepreneur. His motto is **Winners Never Fly Solo!**

Through his captivating personal and business related stories and high energy videos, learn how you, like a fighter pilot, can succeed in highly competitive and demanding environments. Discover how to prepare diligently for every mission; employ loyal Wingmen to promote integrity and trust; and lead your team with courage, compassion and conviction. Be inspired to take to the skies knowing that you have Wingmen to help you face challenges and change with confidence while maximizing your potential in all aspects of your life.



## AUDIENCES WILL LEARN TO:

- *Employ Loyal Wingmen to Promote Communication, Integrity, and Trust*
- *"Check-6" to Develop a Culture of Teamwork and Mutual Support*
- *"Chair-Fly" Sales Missions to Increase Revenues*
- *Transform Relationships into Revenue*
- *Convert Fear into Focus*
- *Lead with Courage and Compassion*

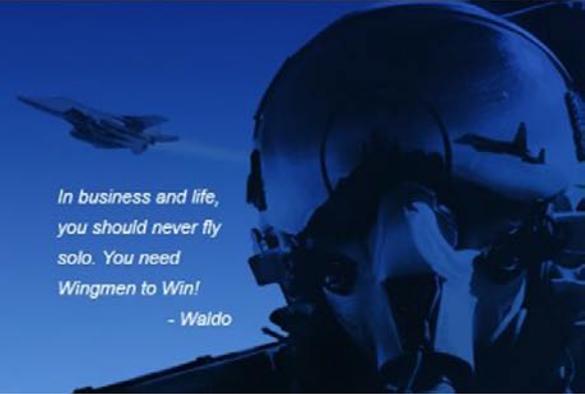




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# WINGMAN LEADERSHIP

## HOW TO BUILD A CULTURE OF COURAGE IN BUSINESS AND LIFE

KEYNOTE, HALF DAY WORKSHOP, FULL DAY WORKSHOP

- **How can you instill a climate of ownership in your organization so that every person feels like they are accountable and responsible for its success?**
- **What tools can you employ to motivate the members of your organization to focus on the mission rather than themselves?**
- **How can you help create an organization where change and innovation are not met with fear, but embraced with courage and respected as a tool to beat the competition?**

The key to building a high powered organization that encourages innovative thinking, **loyalty to the mission, effective communication** and a relentless **commitment to excellence** lies with its leadership. In this high energy, multimedia workshop, Waldo highlights the difference between managing people and leading them to be responsible, empowered and confident Wingmen! What results is a more productive and efficient organization with superior morale that can rapidly overcome challenges in a competitive marketplace.

Waldo discusses proven leadership principals based on his experience as a graduate of the US Air Force Academy, as a seasoned Air Force officer, combat decorated fighter pilot and experienced businessman. **Relentless self-discipline, passion for the mission, dedicated teamwork** and a **commitment to excellence** are just a few key elements of this engaging and highly interactive seminar.

**Following this highly interactive and fun session, audiences will learn peak performance leadership tools based on 4 key concepts:**

### I. Shared Vision

Each and every Wingman in your organization must know exactly what they are fighting for. They must be committed to the mission and understand exactly how their unique role in the organization is essential to its success.

### II. Values Based Culture

Integrity, accountability, mutual respect and teamwork must serve as the foundation for all relationships between employees and with partners and clients as well.

### III. Effective Communication

Leaders listen aggressively and communicate their vision with passion. They promote open communication and connect with the heart and soul of their Wingmen.

### IV. Train to Win Mind-set

Successful leaders command *flawless preparation, not flawless execution*. They encourage their Wingmen to expand their capabilities, and consistently reward high performers who take calculated risks and "push the envelope" in order to grow.



*“Every executive and entrepreneur needs this book.”*

*– Bridgett Price, Chief Learning Officer, Marriott International, Inc.*

# NEVER FLY SOLO®

## Lead with Courage, Build Trusting Partnerships and Reach New Heights in Business

Would you like to develop more *collaborative, trusting* leaders in your organization or create a *powerful theme* for your next meeting or event?

Become the ultimate trusted partner and let your team know that they will NEVER FLY SOLO!

Waldo's new book will inspire your team to break their performance barriers and partner for success in today's competitive business environment.

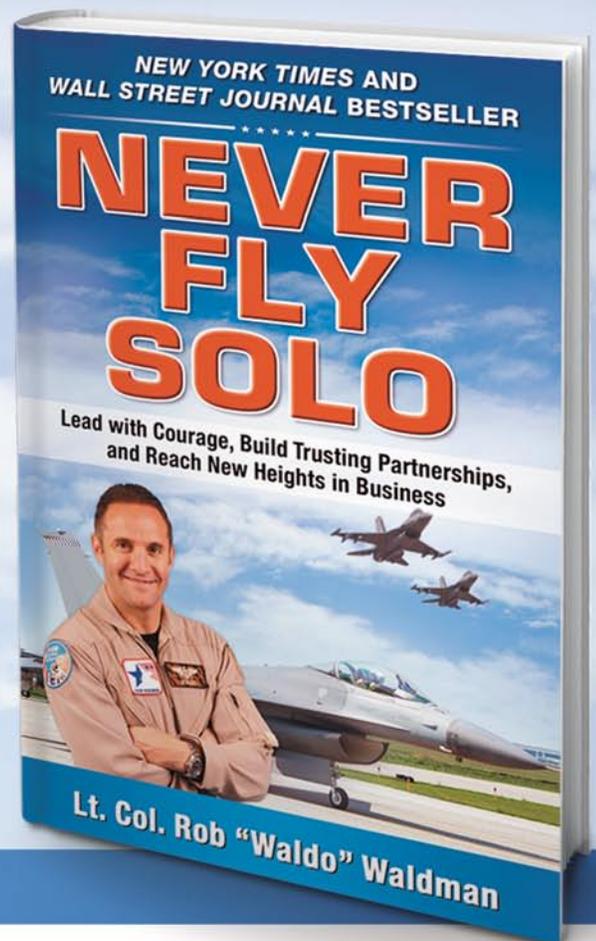
**A portion of the books proceeds will be donated to Veterans in need.**

Visit [www.NeverFlySolo.com](http://www.NeverFlySolo.com) to purchase.

**NEW YORK TIMES AND  
WALL STREET JOURNAL BESTSELLER**

Published by McGraw-Hill

As seen on:





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Leadership, Team Building, Sales

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solo. You need  
Wingmen to Win!*  
- Waldo



*“Waldo, you made us laugh and you made us think. You were on-time, on target, and flexible towards our need to create a successful training program and delivered a wonderfully inspirational closing at all seven of our events.”*

**– Kevin Baldwin, Asst. VP, MassMutual**

*“Waldo has a great ability to translate his military experience into key sales and leadership principles that can apply to each of us. His story lines around teamwork, trust, preparation, and execution really resonated with our organization. We’ll continue to ‘Push it up!’ here at HP!”*



**– Chris Ogburn, Director, Hewlett-Packard Personal Systems Group**



*“This was our first ever sales conference and Waldo delivered! His preparation and care in understanding our business challenges made his message extremely relevant. He’s an outstanding storyteller...funny and authentic.”* – **Linda Hodo, VP of Corp Development, Zurich Insurance**

*“You shattered any stereotype of an egocentric fighter pilot our audience may have had. Our franchisees met a personable guy, willing to share the peaks and valleys of his life.”*



**– Mike Bidwell, COO, The Dwyer Group Franchise Mgmt Company**



*“Waldo, your ability to speak our language, our priorities, and our fears had the owners and management teams astounded. Your passion and enthusiasm left me speechless.”*

**– Anja Rogers, Sr. Vice President, Senior Star Living**

*“Having been in this business for 20 years and having witnessed dozens of great speakers while working for two of the largest medical companies in the world, I have never seen a speaker that was more genuinely effective than you were for Osteomed.”*



**– Larry Harvey, National Sales Director, Osteomed**



*“Your approach combined the panache of a fighter pilot, the knowledge of a business commentator, the focus of an executive consultant, and the wisdom of a sage. You were engaging without being flippant, you were motivating without being ‘over the top’ and you were highly prepared without being canned.”* – **Craig Atkinson, Director of Career Development, Walsh Construction**



# WING GIFTS

## A COLLECTION OF WINGMAN INCENTIVE ITEMS



Order the traditional Wingman Coin or you can also have your coins customized with your organization's logo and/or core values (one month lead time required).



Every Air Force fighter squadron has its own unique squadron coin. It serves as a symbol of every pilot's commitment to each other and the mission. Every pilot is given their own coin which is customized with the squadron mission statement and mascot on the front and the headquarters logo on the back.

**The coin represents 100% mission readiness and a commitment to winning and must be carried at all times, regardless of location.** You or your Wingmen can initiate a "coin check" by presenting your coin and declaring a "coin challenge". Everyone then has ten seconds to pull out their coins proving that they are mission ready. Here's the catch. If you don't have your coin, then you have to buy lunch or drinks for all Wingmen present! However, if you do have the coin, then the person who initiated the challenge has to buy.

Waldo's Wingman coins make great conference gifts, are a fun way to build **team unity** and serve as a unique reminder of your corporate values and mission. Standard or custom coins are available.

Visit the WING STORE at  
[www.yourwingman.com/products](http://www.yourwingman.com/products)  
or call 1-866-925-3616.

T-Shirts



Baseball Caps



Crystal Business Card Holder



PENNSYLVANIA STATE ASSOCIATION OF TOWNSHIP SUPERVISORS

Lt. Col. Rob "Waldo" Waldman  
"The Wingman"  
3427 Triview Sq.  
Atlanta, GA 30339

Dear Mr. Wingman:

It is with great pleasure that I write to congratulate you on the excellent job you did as the keynote speaker for our recent annual conference in Hershey, Pa.

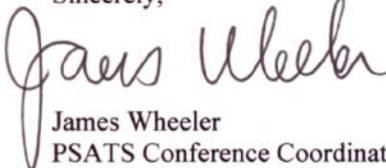
Your enthusiastic, funny, and dynamic presentation really drove home the meaning of teamwork to our audience of local government officials and employees, for I still hear "push it up" or "I got your 6" being used by our staff and our members in exactly the way you intended – everyone pulling their weight for the team to succeed.

For it is this newly-burnished sense of teamwork that enables our members to continue to do more with less, as everyone is keenly aware of the need to work together to achieve the mission during these difficult economic times – continuing to deliver the important services needed by their residents at the most economical price.

As the conference organizer, I want to extend my personal "thank you" for being a real "wingman," a consummate professional easy to work with; for putting in the necessary prep work to tailor your talk to our members; for seamlessly going with the flow; and for taking time to socialize with and meet our staff and board and making them feel special.

I know for certain that your future clients will be as equally impressed with your high standards of professionalism and satisfied with your presentation as we are. But, should any of them have doubts, please feel free to have them contact me, and I will gladly confirm our strongest endorsement. In closing, please know that all of us at PSATS wish you continued success.

Sincerely,

  
James Wheeler  
PSATS Conference Coordinator





Randy Bartlein  
Aflac State Sales Coordinator  
5577 Broadcast Ct.  
Sarasota, FL 34240

Mr. Rob "Waldo" Waldman  
3427 Triview Sq.  
Atlanta, GA 30339

Dear Waldo,

I wanted to tell you how thrilled I am at the response to our recent "Top Gun" meeting in Tampa. Your presentation inspired my sales team to "Push It Up" and resulted in a record breaking week of prospecting. The team closed 70 new accounts which is almost our standard monthly quota! I am confident that the motivational tools and sales philosophies you shared will continue to help them for many years to come.

As you know, my initial plan for this meeting was to create an effective prospecting contest culminating in cash and prizes for the winners. We wanted to include a "Top Gun" military theme, and when I saw your ad in Selling Power magazine, I knew you would be perfect for our event. After speaking to you and sharing my vision, it became clear that it would be smart to invest in your top gun sales program and give our sales team more value than just prizes and awards.

The one thing that I would tell others who are considering using you as a speaker is that you invest in the process. You dedicated yourself to learning the Aflac business, and by spending hours with me on the phone and in person, you truly captured the essence of what I wanted to convey to my team. Your high energy presentation was specifically customized for Aflac and the Florida Central team. You weren't just another "motivational" speaker, but someone who took the time to understand our challenges.

Thanks again for helping us to "Push It Up!" I've passed your name to my Aflac Wingmen and rest assured we will be working together again.

Sincerely,

American Family Life Assurance Company of Columbus (Aflac)  
Worldwide Headquarters • 1932 Wynnton Road • Columbus, Georgia 31999-0001  
1.800.99.AFLAC (1.800.992.3522) tel • aflac.com





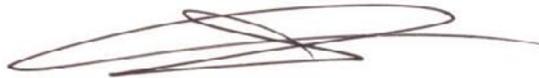
**Hilton Grand Vacations Club**  
at Hilton Hawaiian Village

I originally read the Wingman's advertisement in Selling Power magazine (June 2007) entitled, **“Turn your next sales meeting into a Top Gun event”!** On January 8, 2008 the Wingman “Waldo” Waldman, performed an incredible Sales & Marketing event for Hilton Grand Vacations Company-Oahu, the vacation ownership division of Hilton Hotels Corporation. He addressed our combined Sales and Marketing teams and delivered on everything he said, and more!

**“Exciting, Challenging, Emotional, Entertaining and Thought-Provoking”** are the first words that come to mind when describing his performance. What was equally impressive as his performance was his detailed preparation. he conducted “Pre-Mission Briefings” with not only myself, but members of our team, to learn the particular vernacular and nuances of our business in order to uniquely customize his message to our audience. He literally **“spoke their language”** which enabled him to communicate with the greatest possible impact.

Our Top Gun event was attended by over 350 Sales and Marketing team members and Management staff, as well as members of our Executive team from our Corporate office. The Wingman performed his keynote address for over one hour and fifteen minutes and, afterwards, conducted an intimate, superbly crafted **“Leadership Workshop”** for ninety minutes exclusively with over forty members of our management staff.

The experience was simply **“worth every penny”** and has given us our battle cry for 2008... **“One team, One Goal”... “Push It Up”**.



Jonathan O'Neill,  
Managing Director of Sales



Official Sponsor of the U.S. Olympic Team

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Waldo Waldman  
3727 Triview Sq.  
Atlanta, GA 30339

Dear Waldo,

First let me thank you again for the three-hour session you held for us in Frankfurt, Germany just a few weeks ago.

It is always difficult to find the right fit when searching for a speaker, especially when I was looking for someone to come mid week in a week long event with participants from all over the world. I found your site on the web and felt the energy and the connection immediately. But even with that feel good factor, and your numerous good references, you always have that nagging doubt. Is this guy any good? Will it work in this international environment? Our issues? Our fears?

I sent the email for more information and within minutes you were engaged. Not with the standard automated reply, but live on the phone, discussing, sparing, sharing ideas and contributing. From that second, whether you knew it or not, you were hired.

What followed was preparation and professionalism at a level that I have rarely seen. From the initial mission briefing through to the alignment of your message to our world; and just as importantly the mission de-brief, I saw and experienced a real effort to see through our eyes and to deliver.

I saw you running through your notes whilst in the gym at the hotel the night before. I saw you mingle and gather intelligence during your interactions with some of team over dinner, or a casual drink in the bar—and then I saw you deliver.

The three hours shot by and the message was spot on. Many have commented on how it was possible that you were able to understand our world so well and how relevant your message got through. We re-used much of your messaging through out the rest of the week and now as we get back to normal office routine, I see elements of this session permeating our daily work.

Your session will last a long time in our memories and in the actions of our team, thank you for flying this mission with us, and believe me,

We'll never fly solo!

Sincerely,



Ian Eggs  
WW Director Laboratory Automation Systems  
Ortho Clinical Diagnostic

John Hancock Funds, LLC

601 Congress Street  
Boston, MA 02210-2805

Direct: (617) 663 7935  
jduckworth@jhancock.com  
www.jhfunds.com

**Jeff Duckworth, CRPC®**  
Executive Vice President  
Head of Sales



As head of sales of a large mutual fund company, I attend a lot of meetings and hear many speakers. Some are good and some are not so good. Waldo Waldman, The Wingman, is one of the best I have had the pleasure to work with.

At a recent meeting for one of John Hancock's more prominent broker dealers, we had the opportunity to sponsor Waldo as the keynote speaker. I quickly learned that Waldo was different than most paid speakers. He arrived early, observed the meeting, watched other speakers and digested their content. A real professional, he made sure everything was perfect and had a feel for the audience long before going on stage.

During his keynote, Waldo engaged the audience with unique and entertaining stories about overcoming adversity and adapting to change that really hit home with us as financial services professionals. His content was heartfelt and the audience never drifted.

What really impressed me with Waldo was that he didn't rush out the door after he was done. He genuinely wanted to be there and the audience could sense that. He didn't just talk about being a Wingman, he showed it.

Waldo delivers a passionate message of trust and teamwork that we can all benefit from. His presentation was inspirational, packed full of relevant business takeaways and focused on how we can all become more trusting Wingmen in our personal and professional lives. It was a pleasure working with him.

Push it up!

Jeff Duckworth, CRPC  
Executive VP & Head of Sales  
John Hancock Funds, LLC  
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Boston, MA 02210-2805  
[jduckworth@jhancock.com](mailto:jduckworth@jhancock.com)  
(617) 563-7853

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SPECIAL SECTION

# UP & COMERS

# 40 UNDER 40

Rob “Waldo”  
Waldman

AGE **39** President  
Wingman Consulting Inc.



Young  
professionals  
who are  
on the rise

Rob “Waldo” Waldman struggled with claustrophobia and fear of heights, but he faced those fears by enrolling in the U.S. Air Force Academy.

He went on to become a decorated war hero who participated in 65 combat missions, including enforcing the no-fly zone in Iraq and patrolling Yugoslavia during Operation Allied Force in 1999.

During his service he earned an MBA. After leaving active duty in 2000, Waldman transformed his experiences of real-world combat into hands-on advice of how to succeed in business. He is a highly sought-after motivational speaker and leadership consultant.

“It’s all about taking risks, but the only way you can take risks is by having the courage both internally and because of those trusted partners who help you face the wind,” Waldman said.

Realization of the importance of trusted partners led Waldman to name his company Wingman Consulting.

“He has taken the experience he gained in the military and converted it into a winning formula in business,” said Frank Benjamin, partner at McKenna, Long & Aldridge LLP, who has known Waldman for six years. “He also gives a great deal back to the community.”

Waldman also is president of the National Speakers Association’s Georgia chapter and co-authored “Mission Possible” with Stephen Covey and Brian Tracy.