



## Dean Mathis

Associate

Passionate coach and facilitator, resulting in the best You.

Lives in Cape Coral, Florida with his wife Teri, parents of three and grandparents of four.

## blueprint North America

We offer training, coaching, consultancy and keynote addresses that help **build confidence** in individuals, teams and organizations in three areas:

### 1. PERSONAL CONFIDENCE

### 2. SALES CONFIDENCE

### 3. STRATEGIC CONFIDENCE

### 4. LEADERSHIP CONFIDENCE

Anchored by our values – Purpose, Performance and Positivity – we believe that **success can be planned**, that winning is by design, and that you are the architect of your outcomes. Using blueprint processes, tools and concepts helps commercial professionals to learn to be disciplined, plan to be prepared, and **choose to be confident**.

## What **inspired** you to dedicate your life to helping people and organizations unleash their potential?

After spending 25 years as the student in foodservice sales, I was offered the opportunity to be part of a global training team to help deliver and teach the US *McCain Foods* Sales Team in consultative selling and negotiation skills. The program we learned just happened to be from the founder of blueprint Management Consultants, Ronnie Macdonald. That along with the guidance of Julien Leblanc, who led the global learning and development for *McCain Foods* I was able to find my true passion in helping others develop and grow to their personal bests.

## Proudest business accomplishment?

Becoming an entrepreneur. Successfully establishing a learning culture within 2 large food manufactures; *McCain Foods* and *AdvancePierre Foods*, sales and sales support teams.

## What advice would you give new leaders?



Slow down to go faster!  
Even a lumberjack must stop and sharpen the edge of the ax in order to cut more trees down in a day. It's easy to get caught up in managing your business or people. Real growth will come from developing and inspiring your people to get better each day.

## FAVORITE...

### TED TALK

It is actually 2 for me;  
*Start With Why* by Simon Sinek and  
*10-Ways to Have Better Conversations* by Celest Headlee

### BOOK

*Extreme Ownership* by Jocko Willink and Leif Babin (How Navy SEALs lead and win).  
*It's Not About You* by Bob Burg and John David Mann (A story about what matters most in business)  
*Verbal Judo* by George J. Thompson PH. D. and Jerry B Jenkins  
(The gentle art of persuasion)

### CITY

Mine is actually an island, Maui Hawaii

### QUOTE

"It doesn't matter how much we know. What matters is how clearly others can understand what we know."  
~ Simon Sinek

