



## Fear Expert Barry Moniak Presents

### Fear ... Friend or Foe?

*What's possible in leadership when fear is your friend?*

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**Program:** Keynote Speech (and/or) Breakout Session

**Best Audience:** Leadership | Sales Teams | Hospitality | Financial Services  
Creative Entrepreneurs | Small Business Owners

**Length:** 45 - 90 min Keynote | 90 min - 3 hr Breakout Session

We've all felt the powerful force of fear. It limits our ability to function, even paralyzes us – or gives us temporary super-human speed and strength. The first step to befriending a fear is determining whether the fear is real or projected – even though our emotional experience of fear is the same either way.

Regardless if our fear is real or imagined, our feeling of it is very real. In either case the experience of fear, and how it's processed, is unique to each of us. This applies to everyone. The question is: Does fear work for or against us? Is it our friend – or our foe?

Real or imagined, fear is always our friend. It either warns and protects us – or inspires us to acquire the knowledge and skill we may currently be lacking. The neurological response to fear produces the same chemical response in our physiology as enthusiasm or excitement. So, having a friendship with fear can be invigorating – even fun – *when we welcome and honor it. Fear is never our foe when we face, embrace and befriend it.*

With the mindset/skillset of “fear is my friend,” we transform mindless destructive reaction into mindful constructive response.

Barry is a fear expert. His vocation is Fearless Leadership Consultant. His avocation is Certified Ski Instructor. Both require the integration of a fearless mindset and skillset – literally needing to befriend what at times we fear most.

As a leadership consultant for 30 years, and ski instructor for 21 years, Barry's insightful and entertaining presentations are a delightful blend of personal experience and profound professional discovery.

There are speakers who consult and consultants who speak. Barry happens to be both. Experience and expertise come to life in customized presentations – creating an amazing event.



*“FORTUNE favors the BOLD and the BRAVE”*