



**Larry Dodd**

**Founder – OpenPlaybook LLC**

**Speaker Information Packet**

**January 1, 2021**

OpenPlaybook™  
[www.Open-Playbook.com](http://www.Open-Playbook.com)  
LDodd@open-playbook.com  
(925) 448-4122



**Larry Dodd**  
**Founder – OpenPlaybook LLC**  
**Speaking Information Packet**

**Welcome to the OpenPlaybook (Larry Dodd, Founder) Speaker Information Packet. I am glad that you are here.**

**The OpenPlaybook (Larry Dodd, Founder) Speaker Information Packet is organized into the following sections:**

**Section One – Larry Dodd Speaker One Sheet**

**Section Two – How to Book Larry Dodd**

**Section Three – Audio Visual Requirements for Larry Dodd**

**Additional information can be found on my website at [www.Open-Playbook.com](http://www.Open-Playbook.com)**

**Please call or email me with any questions and/or if you would like additional information.**

**I am looking forward to working together!**

**Larry Dodd**

**[Larry@OpenPlaybook.com](mailto:Larry@OpenPlaybook.com)**

**(925) 448-4122 Cell (all calls will be returned within 24 hours)**

**OpenPlaybook™**  
**[www.Open-Playbook.com](http://www.Open-Playbook.com)**  
**[LDodd@open-playbook.com](mailto:LDodd@open-playbook.com)**  
**(925) 448-4122**



OpenPlaybook™ was formed in 2011 by Larry Dodd to provide leaders and those who aspire to lead with a better way to build more effective teams, develop people and drive positive change initiatives to success. When combined with the right inward facing tools and the will to use them, organizations change quicker, smarter and with more confidence, the first time.

***The results are motivated teams of people who know what to do, how to do it and who drive organizations to the next level.***

For over 35 years, Lawrence (Larry) Dodd has served as a successful corporate change maker by making change through people, not over them. Larry has served in leadership positions in Major League Baseball, Public and Private Home Building and in the Not-For-Profit arenas as well as logging over 17,000 consulting hours of driving successful change initiatives.

Larry is a Gallup-Certified Strengths Coach, employing strengths-based leadership in everything that OpenPlaybook™ does. As a National Speakers Association NorCal Affiliate Speaker Larry brings an inspiring, meaningful, and impactful experience to his audiences.

Larry's topics center on mastering three key playbooks:

- The Playbook That You Were Given – People – Driving Superior Results Through Strength-Based Leadership.
- The Playbook That You Develop – Process – Effectively Scaling Your Organization by Elevating Operational Metrics, Process Over Personality and Team Cohesion.
- The Playbook That You Give Away – Purpose – Strategically Sharing the One Thing a Leader Never Has Enough of...Their Time to Develop More Leaders.

***Larry's strength-based keynotes/training programs provide simple, proven tools to put the right players in the right place at the right time to drive positive change in your organization.***

OpenPlaybook™  
[www.Open-Playbook.com](http://www.Open-Playbook.com)  
LDodd@open-playbook.com  
(925) 448-4122



***How to Book Larry Dodd, Founder of OpenPlaybook™, for a speaking engagement.***

**Contact Information:**

- Cell/Text: (925) 448-4122
- Email: [Larry@Open-Playbook.com](mailto:Larry@Open-Playbook.com)

**Fees (50% required to hold booking. Remaining 50% due at time of presentation):**

15 to 20 Minutes -- \$500 + Travel Expenses:

- Using OpenPlaybook to Build Teams that Exceed Expectations Every Time.

30 to 45 minutes -- \$3,000 + Travel Expenses:

- Using Metric-Driven Forecasting and Strength-Based Leadership to Drive Sustainable Scaling.

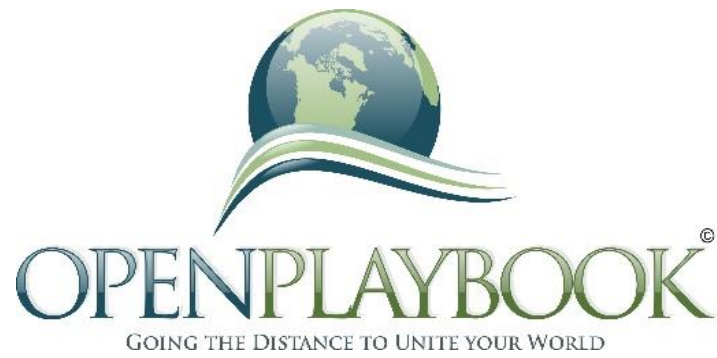
60 to 90 minutes -- \$7,000 + Travel Expenses:

- The Playbook That You Were Given – People – Driving Superior Results Through Strength-Based Leadership.
- The Playbook That You Develop – Process – Effectively Scaling Your Organization by Elevating Operational Metrics, Process Over Personality and Team Cohesion.
- The Playbook That You Give Away – Purpose – Strategically Sharing the One Thing a Leader Never Has Enough of...Their Time to Develop More Leaders.

**Travel Expenses:**

- Transportation and Hotel are the only expenses that will be billed.
- Transportation will be booked at commercially competitive actual rates by Larry and reimbursed by the client.
- A mutually acceptable flat engagement fee can be negotiated as well, inclusive of travel expenses.

OpenPlaybook™  
[www.Open-Playbook.com](http://www.Open-Playbook.com)  
LDodd@open-playbook.com  
(925) 448-4122



**Event Details to Discuss at Booking:**

1. Location of the Event.
2. Copy of the Event Agenda.
3. Presentation Date and Time.
4. Expected Audience Size.
5. Description of the Audience (interests, goals, connection to one another).
6. Event Theme.

**Miscellaneous:**

At the end of each presentation, a URL link will be given to attendees where they can download the presentation and supporting material.

OpenPlaybook™  
[www.Open-Playbook.com](http://www.Open-Playbook.com)  
LDodd@open-playbook.com  
(925) 448-4122



***Audio / Visual Requirements for Larry Dodd:***

**Contact Information:**

- Cell/Text: (925) 448-4122
- Email: [Larry@Open-Playbook.com](mailto:Larry@Open-Playbook.com) (All emails responded to within 24 hours)

**Video Projection (PC Based) Requirements:**

- Some of my presentations have a PowerPoint component.
- Having a PC compatible projector is preferable.
- All programs are effective with no projection capability.

**Audio Requirements:**

- I am comfortable with a lapel mic, handheld mic, etc. There are no restrictions.
- I can also provide my own charged headset, wireless microphone and Shure battery pack.
- I have a trained (loud) speaking voice and in the event of microphone failure, the audience should still hear me well.