

# Chris Ruisi

## ***BE FEARLESS; STEP UP & PLAY BIG***

Most speakers talk about how the world “should” work. Chris talks about how it really works. *Chris’ programs focus on real world perspectives that provide practical, real time solutions.* He speaks the only way he knows how – directly and truthfully - on how organizations work; how power works and how decision making works.

Those who attend Chris’ presentations will get far more than the standard platitudes and “rah-rah” chants already bandied about. They will get Chris’ practical *“here’s what you do when”* advice that can turn any challenge into a strategic advantage. Chris’ insights on high-stakes situations are the solution for those who want to take full advantage of the chaos these challenging times create.

As the former President & COO of USLIFE Corporation and a member of the Office of the Chairman and The Board of Directors, Chris is battle tested from having been in the trenches on the front line. The one overriding thing he has learned is that chaos and a crisis can be used as a strategic advantage. He also learned what he was capable of and how to win. He has seen firsthand that if you don’t “adapt or stretch”, you perish.

Today as The CEO and Founder of The Coach’s Zone, he mentors and guides executives and business leaders to find their “stretch” point to learn and use the full measure of their capabilities – he helps them to *“master being comfortable feeling uncomfortable”*.

### ***Chris’ Most Popular Keynotes:***

**Be Fearless; Step Up & Play Big** – When facing a crisis many just try to “get through it” with the least amount of damage. What they don’t realize is that this approach actually makes the specific event and future ones worse. In this presentation Chris explores the “ins and outs” of turning any crisis into a win-win situation.

**Stretch: Finding Your Full Capabilities** – In these challenging times, there is always a sense of denial in the early stages of a crisis – people question “this cannot be really happening”. In this talk Chris explains the power within each of us, to be more than we realize we can be.

### ***Other Concurrent Sessions:***

**Play Your Game: How To Make Any Situation Work For You**

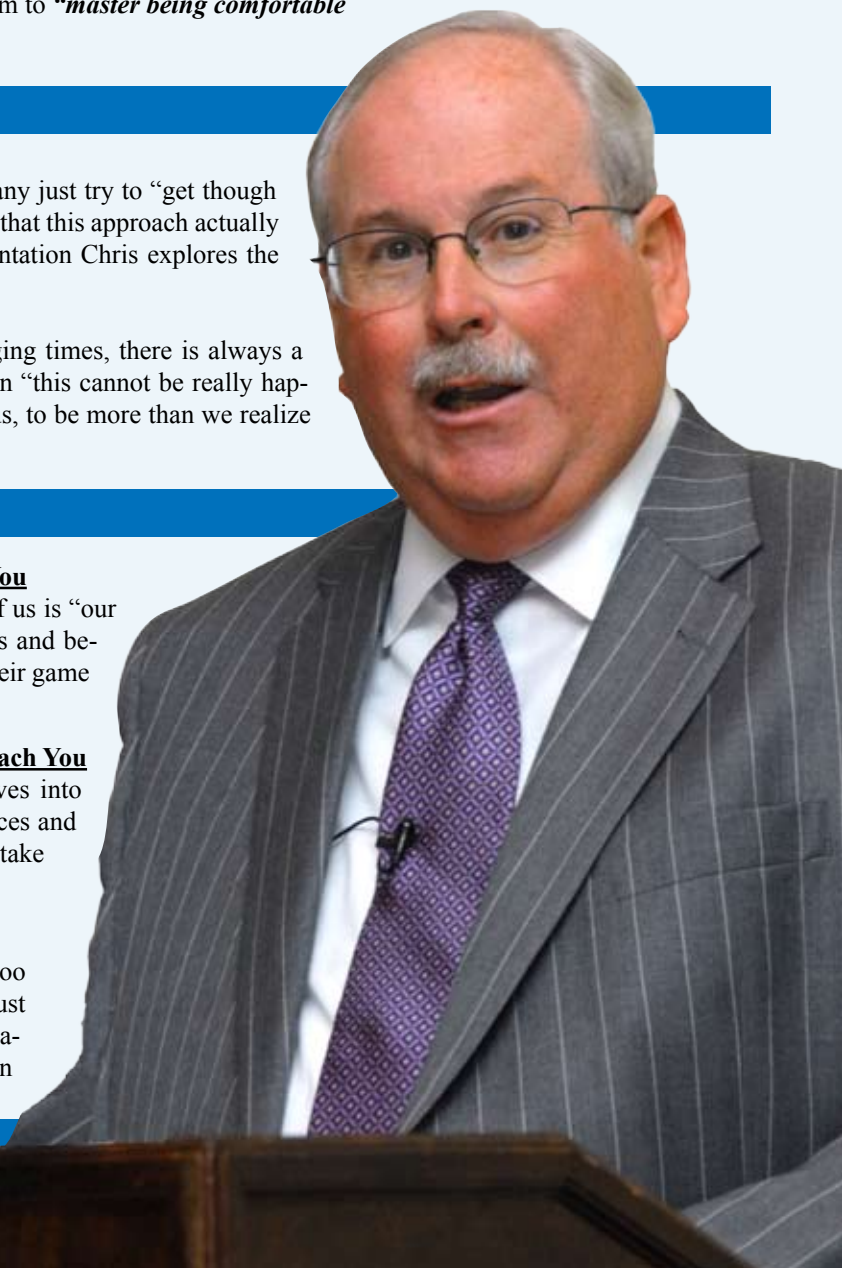
In this presentation, Chris explores the fact that within each of us is “our game”. We are born with it but over time we let wrong habits and behaviors “bury” our game. Attendees will learn “how to” find their game and play it to win.

**The Game Films: What Your Experiences and Mistakes Teach You**

Taking a page from successful coaches and teams, Chris dives into the techniques winners use to learn from their past performances and mistakes. Participants will learn a proven 4 – step process to take “their game” to a higher level.

**Play It Safe: How To Shrink Your Capabilities**

In this talk Chris exposes the myths and dangers of “playing it too safe”. Attendees will learn that playing it too safe, or doing just enough to “get by” actually “holds you back”. In this presentation Chris will show you how easy it is to make the transition from safe to “outstanding”.



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## ***Clients Offer High Praise for Chris' Presentations!***

On behalf of the Boston Navy ROTC Consortium, I would like to thank you for participating in our leadership laboratory. The presentation you gave our midshipmen was extremely informative and engaging. Your strategies and insights into “you” management, goals and personal motivation inspired all of our midshipmen.

***- Captain Curt Stevens, Commanding Officer – MIT Boston University Navy ROTC Consortium***

“Chris has presented at a number of our events and every one of them was fantastic! His presentations are extremely informative, interactive and entertaining. He provides a wealth of valuable information that benefits every business owner and operator.”

***- Melissa Danko, Executive Director - Marine Trades Association of New Jersey***

Just a short note to thank you for your presentation today. Your comments and suggestions were “right on target” in today’s climate. Your clarity is a marvelous tool and the sharing of your life’s experiences helps to broaden ones vision. – You are truly inspiring. The format you followed was also very entertaining which made the entire session very rewarding.”

***- Herbert R. Selander – Managing Director, Marsh USA***

For nearly two decades I have had the pleasure of knowing and working with Chris Ruisi in a variety of professional capacities. I know few people who have Chris’ ability to evaluate an audience and adjust his persona to fit the situation at hand. I have referred him to present at a number of venues, each time receiving post-event accolades on how well he was received. If you don’t already know Chris Ruisi – you should!

***- Ben Waldron, Executive Director, Monmouth-Ocean Development Council***

Your topic “Staying Motivated to Motivate Others” was the perfect finale to not only our program but to the entire Management Symposium Series. Your knowledge of the topic, exacting preparation and attention to detail was apparent to our audience members as was your charismatic personality. All of our attendees left feeling energized and excited about the possibilities.

***- Allison C Williams Esq., Chair & Founder, WMCC Management Symposium***

## ***A Partial List of Clients:***

- ★ Meridian Health Care System
- ★ Marsh, Inc.
- ★ Marine Trades Association of New Jersey
- ★ New Jersey Restaurant Owners Conference
- ★ New Jersey Staffing Alliance
- ★ Monmouth Ocean Development Council
- ★ St. Francis College/American Management Association

## ***What people have consistently said after attending one of Chris' programs:***

- ★ “The best speaker we have ever had”.
- ★ “He has the unique ability to make complex subjects simple to understand”.
- ★ “His real life stories are what helps to get his points across”.
- ★ “Chris’ seminar was a great learning experience and the information gave me a new perspective on how to maximize my knowledge. I arrived at his seminar tired from a long day at work and left feeling energized and excited about the possibilities”.
- ★ “I learned more in 90 minutes with you than hours of time spent with many other ‘so called’ business experts”.