



Brian S. Smith, PhD

– *Founder, Author, Speaker, Philanthropist*

Brian is the founder of IA Business Advisors, an international business advisory firm with over 1,600 clients globally. He is also the founder and/or current equity holder in over 40 companies worldwide, representing annualized revenue in excess of \$500 million and employing over 1,000 people.

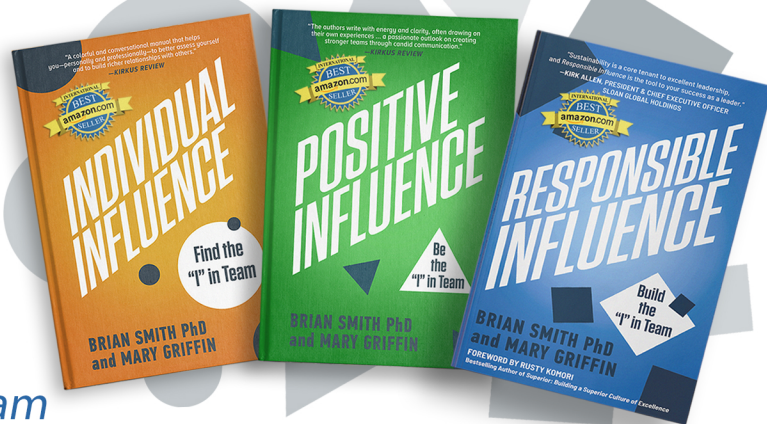
However, Brian's passion is writing, speaking, and philanthropic work.

Brian is the international best-selling author of the "I" in Team series that includes:

Individual Influence: Find the "I" in Team

Positive Influence: Be the "I" in Team

Responsible Influence: Build the "I" in Team



All three books are international best sellers. He has also written hundreds of blogs and articles, many of which have been published in:

Forbes **SUCCESS** **FAST COMPANY** **Inc.** **CEOWORLD Magazine** **Newsweek**
and more.

Brian speaks internationally, primarily on the topic of (I)individual Influence and the importance of understanding each person's influence as their biggest responsibility. Brian is also focused on his philanthropic work; through his writing, speaking, and advising, Brian has provided millions of dollars to not for profit organizations around the world. Brian is married to René, his life partner since 1990. They have three children, Kristin, Mary, and Henry, and one granddaughter Kenzi. They live in Algonquin, Illinois and are lovers of art, cooking, travel, and family.



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S.M.A.R.T. Culture: Building Positive Influence in Leadership & Teams **A S.M.A.R.T. Management Approach to Leadership & Team Success**

In this transformative program, Dr. Brian S. Smith introduces the S.M.A.R.T. Culture framework, rooted in S.M.A.R.T. Management principles and The I in Team Series books. Attendees will explore how intentional influence shapes leadership, teamwork, and organizational success—fostering a culture of accountability, trust, and continuous improvement.

What Attendees Will Learn:

- **S.M.A.R.T. Influence:** Understand how to apply Specific, Measurable, Attainable, Relevant, and Timely influence to drive meaningful results.
- **Building a Culture of Trust & Accountability:** Develop leadership habits that reinforce integrity, responsibility, and alignment with organizational values.
- **Effective Communication & Collaboration:** Bridge gaps, strengthen engagement, and foster high-performance teams.
- **Resilience & Adaptability:** Navigate challenges with a growth mindset, ensuring long-term success.
- **Integrating S.M.A.R.T. Management:** Apply structured strategies to streamline operations, improve decision-making, and drive business excellence.

This program is designed for leaders, entrepreneurs, and professionals seeking a structured yet adaptable approach to influence and leadership. Attendees will leave with actionable insights and tools to cultivate a high-impact, values-driven S.M.A.R.T. Culture within their organizations.

S.M.A.R.T. Culture: The Power of Intentional Influence **Transforming Leadership, Teams, and Organizations**

Discover how intentional influence drives success in leadership and teamwork. Learn how to apply S.M.A.R.T. Management principles to create a culture of trust, accountability, and continuous improvement.

Excellence as a Habit: The S.M.A.R.T. Approach to Consistent Success **Turning Small Actions into Lasting Impact**

Excellence isn't an accident—it's a habit. This session explores how to build daily habits rooted in Specific, Measurable, Attainable, Relevant, and Timely actions that lead to sustained success and high-performance teams.

Balancing Short-Term Wins with Long-Term Vision **S.M.A.R.T. Strategies for Sustainable Leadership**

Great leaders balance the urgency of today with the vision for tomorrow. Learn how to apply the Six to Sixty method to align short-term objectives with long-term success, ensuring clarity, adaptability, and growth.

Building Resilience: Overcoming Challenges & Adversity **A S.M.A.R.T. Framework for Growth in Uncertain Times**

Resilience isn't just about bouncing back—it's about bouncing forward. This session teaches how to apply S.M.A.R.T. thinking to turn obstacles into opportunities and lead teams through uncertainty with confidence.

Empathy in Leadership: Understanding & Supporting Your Team **Strengthening Teams Through Emotional Intelligence & Connection**

Leadership isn't just about strategy—it's about people. Learn how empathetic leadership fosters engagement, productivity, and loyalty by building a culture of trust, psychological safety, and shared success.

The Role of Accountability in Achieving Success **S.M.A.R.T. Leadership Principles for Ownership & Results**

Accountability isn't about blame—it's about ownership. This talk unpacks how S.M.A.R.T. Accountability drives performance, trust, and alignment, creating a team culture where commitments turn into results.

The Influence of Positive Thinking: Transforming Mindsets & Outcomes **Harnessing S.M.A.R.T. Strategies to Shape Success**

Your mindset shapes your outcomes. Learn how positive influence, combined with S.M.A.R.T. goal-setting, can transform individual and team performance, fostering resilience, innovation, and long-term success.