

# STEVE FREDLUND

Inspirational Speaker & Breakthrough Strategist  
"The Safari Dude" | Bestselling Author | Recovering Actuary

## THE UNRIGHT™ THING

When doing everything "right" still leaves you empty,  
it's time to discover what makes you feel alive.

Steve Fredlund is an Inspirational Speaker & Breakthrough Strategist—often called "The Safari Dude"—and bestselling author of *Do the Unright Thing: Memoir of a People Pleaser*. After decades of following every rule, a dramatic safari revelation led him to the Three-Step Safari Way Roadmap:



Choose Your Experience

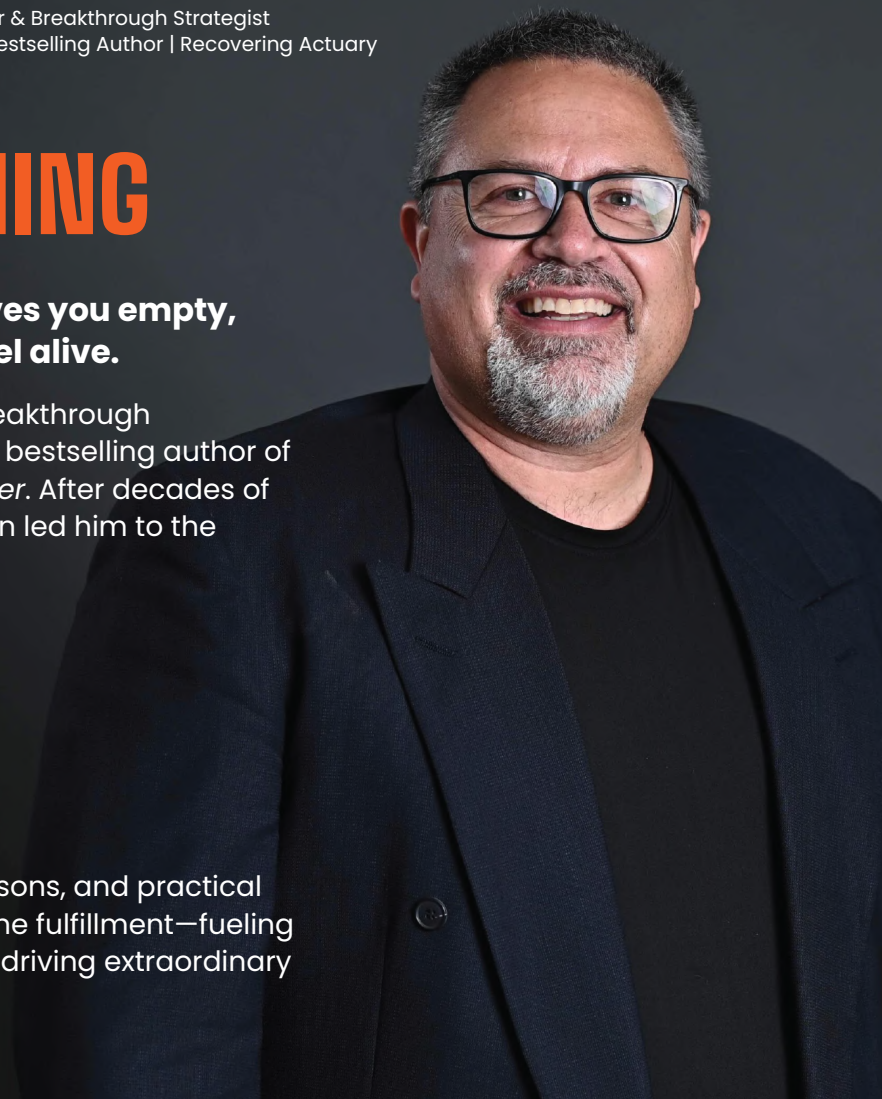


Get the Right Peeps in the Jeep



Do The Unright Thing™

Through laugh-out-loud stories, vivid safari lessons, and practical tools, Steve guides audiences to reclaim genuine fulfillment—fueling deeper engagement, sparking innovation, and driving extraordinary impact in work and life.



Wealth  
Management



TEDx



SOCIETY OF  
ACTUARIES



## SPEAKING TOPICS

### SIGNATURE TALK

#### THE UNRIGHT THING™: CATALYST TO EXTRAORDINARY

A high-energy keynote that reveals why doing everything "right" isn't enough—and shows how one bold, unconventional step can shatter complacency and launch lasting breakthrough.

### Keynotes | Breakouts | Workshops | Extended Trainings

### BREAKOUT SESSIONS

#### SAFARI WAY DEEP DIVE

Explore each step of the Roadmap in interactive sessions:

- **Choose Your Experience** – Define your extraordinary vision
- **Get the Right Peeps in the Jeep** – Build your team of champions
- **Do The Unright Thing™** – Identify and execute your catalytic action

### WORKSHOP

#### FROM FINE TO EXTRAORDINARY

A half- or full-day immersive session where participants map their personal safari expedition, set bold goals, and leave with a concrete plan for sustained transformation.