

MEET THE SAFARI DUDE



ABOUT STEVE



Steve Fredlund is a multi-passionate visionary who has had profound impact as an award-winning actuary, humanitarian, coach, consultant, author, speaker, podcaster, entrepreneur and leader of African safaris.

For ten years, Steve's journey included two parallel paths: a good life that was becoming increasingly unfulfilling and humanitarian trips to east Africa that ended on safari. Like chocolate and peanut butter, Steve's research into happiness and his experiences leading African adventures blended into something remarkable. He discovered the "Big 5" factors that impact both, becoming the foundation of his approach to life, work and leadership. "The Safari Way" has become a movement increasing the happiness and success of people around the world.

Steve's upcoming book, "Do the Unright Thing: How to Recognize and Escape the Good Life Trap" helps those who are feeling unfulfilled in the midst of their good life. The book is expected to be available this January.

As a two-time TEDx speaker, Steve communicates in a compelling way, using remarkable stories and memorable phrases that keep his ideas front-of-mind years into the future. His captivating, authentic and humorous approach keeps audiences engaged and longing for more. Steve has been called "genuine", "hilarious" and "the only actuary, in the history of actuaries, you actually WANT to sit next to during dinner."

Steve earned fellowship in the Society of Actuaries and holds a Masters in Business Administration. When not working, he can be found on the disc golf course, playing a poker tournament or suffering through another season as a Minnesota sports fan.



"I've watched a "cold room" become charged with purpose, due to his delivery and sheer force of personality; Steve has mastered the resonant art of communication."

— Shaun Johnson, Tonic Sol-fa



"He was so easy, fun and energetic to work with! His passion is contagious, and he left the audience inspired."

— Alyssa Warring, DMAA



"Wow, a very powerful speech! Truly something that I cannot wait to bring back to my team!"

— Megan Schoonover, WSTA



"He was spot on in relating his talk to our members' pain points."

— Toni Nuernberg, NACM



"Steve's down to earth message held the attention of all 300 employees; we will hire again for future corporate events."

— Bill Eshleman, Costco

For speaking inquiries contact Conversion-omics at 612-803-4512



SAFARI DUDE TALKS

THE SAFARI WAY TO GREATER HAPPINESS

This 30-90 minute keynote is ideal for general audiences (leaders and non-leaders) who need a boost to become happier in life and at work. This talk explores five things (the "Big 5") that make an African safari epic and also increase personal fulfillment.

PROGRAM DESCRIPTION: Is it possible to be successful and still be happy? Or do we have to choose? Is there a way to have both? Through his career experience and research, Steve "The Safari Dude" Fredlund has uncovered the "Big 5" drivers of success and happiness - and they are the same factors that make an African safari incredible. Join Steve on this epic adventure to approach life, work and leadership The Safari Way.

After this talk, the audience will:

1. Understand the impact of external pressures (defaults, expectations and 'shoulds') on decisions
2. Feel empowered to implement the "Big 5" ways to have more fulfilling adventures in every area of life
3. Realize greater agency in life, work and leadership

THE SAFARI WAY: ROARING SUCCESS WITH THE RIGHT PEEPS IN THE JEEP

This 30-90 minute keynote or breakout is perfect for audiences filled with leaders or others who hire and manage staff. Grounded in my discoveries as an HR actuary analyzing the data on 150,000 global employees, I provide breakthrough insights into how we can build more powerful teams to increase productivity, engagement and retention.

PROGRAM DESCRIPTION: It is so frustrating to have high potential team members who aren't as productive as they could be. They have the skills, knowledge and abilities to make a huge impact but are disengaged and don't stick around. The problem is not their potential, it is converting that potential to actual contribution. How can we add team members who will have the impact they are capable of? As an award winning actuary, Steve Fredlund analyzed data on more than 150,000 global employees, uncovering the core drivers of productivity, engagement and retention. In this session, he will teach you how to enhance hiring to build a more productive team. Known as "The Safari Dude", Steve calls this "getting the right peeps in our jeep" and it is one of the "Big 5" in his breakthrough approach to live, work and lead The Safari Way.

After this talk, the audience will:

1. Understand the difference between hiring for potential and hiring for actual contribution
2. Recognize alignment and connection as key drivers of productivity, engagement and retention
3. Be equipped to take tangible next steps to build a more productive team

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