



**OFFICE** 6633 EAST GREENWAY PKWY | SUITE 2060 | SCOTTSDALE, AZ 85254 | [www.100Pedals.com](http://www.100Pedals.com)

**DIRECT** 602.903.2074 **CELL** 586.201.9057 **FAX** 734.531.0772 **E-MAIL** [dave@salescooke.com](mailto:dave@salescooke.com)

## The Fundamental Foursome of Successful Organizations

*A lesson for inspired collaborative teams*



100Pedals is a story about a son's addiction, a father's love and a bike ride. Once I realized how serious my son's heroin addiction was, I committed every ounce of energy and love I could offer to help him discover a different path for his life. The cost of this commitment on me -- my life, my business, my relationships, and my health -- were significant.

When I realized the depth to which I allowed my son's addiction to impact and disrupt my life, I took on a new challenge -- be strong for me. As a result of that decision, I literally took to the road and committed to riding my bike for at least one hour a day for one hundred consecutive days.

Through the journey of these bike rides I regained my focus, discovered my passion, and found peace in my life. From this experience, I learned four lessons that are my foundation for successful outcomes in the face of adversity. The Fundamental Foursome is the guide by which I engage, inspire, collaborate, and interact with others. It is also the story I share with individuals, groups, and organizations to help them discover their path to success and accomplishment.

The Fundamental Foursome:

1. **Embrace responsibility:** *"Accountability is what remains when responsibility has been subtracted."*
2. **Live with passion:** *"It is in the uniqueness of our skills, talents, and experiences we discover and realize our passion; we honor and celebrate those gifts by freely sharing it with others."*
3. **Practice humility:** *"Though our ego builds walls to help us survive the threat, it prevents us from accessing what we need the most at the time."*
4. **Make a commitment:** *"The depth of our success is defined by the intensity of our commitment."*

In this workshops and keynotes the participants:

1. Uncover their vision and their passion
2. Freely share their skills, abilities, and experiences with others
3. Ask for and offer help, support and guidance
4. Proactively make and honor commitments

Effective application of the lessons empowers people to be more positively engaged in the outcomes they envision for their lives while collaborating and supporting others to their desired results. The impact on individuals, teams, and organizations is significant as they build a productive, supportive, and vision-driven community that achieves successful outcomes.

*"You got their hearts and you helped us a lot"*

*"You motivated them [our team] to take the initiative to drive change"*

*"His approach was refreshing and very effective. He made us all think".*

For more information on how to book Dave Cooke for your next program or event, please contact him at **602.903.2074** (office) or [dave@salescooke.com](mailto:dave@salescooke.com) (e-mail).



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## About Dave Cooke

**International Keynote Speaker | Author | Trainer**  
*Growth Strategist for Turbulent Times*

*“His core philosophy is centered on behaviors  
that not only make you successful in business, but in life.”*

*“Dave Cooke is an exceptionally gifted speaker, trainer and motivator.”*

Companies from all over the world seek out Dave Cooke to deliver a message of change and passion and to develop educational programs which increases revenues, improves profits and facilitates open communication.

With more than 25 years of experience in literally touching the lives of thousands throughout his career, Dave developed a different following in 2010. With complete honesty and vulnerability Dave shared his personal triumphs and adversities, in the 100 Pedals Story ([www.100pedals.com](http://www.100pedals.com)). This story chronicles Dave's journey of discovery and change while in the midst of coping with his son's heroin addiction.

Dave is gifted in working in turbulent and chaotic corporate environments. Having taken the lead in multiple organizational turnaround projects and post-merger transitions, Dave excels at leveraging his keen understanding of the challenges organizations face in difficult times. It is these experiences that shape his commitment to team, relationships, communication, leadership, and a cohesive, collaborative strategy for revenue growth.

Dave's unique and interactive programs are designed to sustainably increase revenues and improve customer relationships while integrating team-based organizational behaviors into the revenue growth equation. He brings refreshing insight, enthusiasm and an inspirational perspective to the current trends and complexities of today's business environment.

Some of Dave's most popular training and keynote subjects are:

- **The Fundamental Foursome of Change**
- **Connecting Team and Passion to Company and Profits**
- **Sales and Inspiration: Where Increased Revenues Intersect**
- **Building Leaders among a World of Followers**
- **Know Your Marlin: Creating a Predictable and Reliable Sales Result**

Dave Cooke has engaged with some of the World's foremost leaders in change, including: *Alcoa, Allsteel, Aramark, BASF, Bosch, Cintas, Comerica, Detroit Diesel, Dow Chemical, ETAS, Flagstar Bank, Herman Miller, Hilton, Lear, Marriot, Meridian Bank, Peter Basso Associates, Roush Industries, St. John Healthcare, Steelcase, Textron, Tower Automotive, US Steel, Wells Fargo and WPP.*

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