

Chris Fields

Speaker, Writer, Principal at Rynic

Overview

What if we could achieve the exceptional?

In our home – our community – exists our ability to realize a world of possibilities. In family, work, hobbies, and the deeper meaning of life we pursue in our community, lies the soul of humanity. In our community, we are our most powerful in our individual and collective potential.

BUT – our potential isn't being fully realized. We take community-building for granted. Worse, we have fallen out of trust with government and institutions - paralyzing the ability to aspire and achieve. We live in a competitive world of accelerating change that can pass a community by with a whoosh. We sit on the sidelines and assume someone else needs to create the change we want to see.

In a turbulent era, now is the time to re-energize people around their aspirational community-building mission. Chris' 25 years of award-winning marketing and economic development experience has been dedicated to reconnecting people to the power of community-building. His dry sense of humour and no nonsense, cut-through-clutter style challenges conventions and leaves people with inspiration to "make community-building personal."

Presentation Topics

Keynotes

5 Ways To Create The Exceptional – 60 mins

Each of us wants to rise to the occasion – in our personal lives, professional lives, and as part of a community creating a bright future. But the big question – the stumbling block we often run into – is how? What's holding us back and how do we plan for an ambitious future amidst a world of exponential change and the inherent challenges of democratic governance? In a presentation that is described as informative, entertaining, and a little bit crazy, five ways to leap the hurdles that stand in the way of exceptional spaces, places, and people are explored. You will be challenged to think differently about what you do and what you can do to elevate your community, workplace, or your daily life.

Do The One Small Thing – 60 mins

How powerless we can feel in a world of change, 24/7 go-go, and negative news. How easy it is to fall into the trap of thinking there's no personal way to make a difference despite our hearts that ache to do exactly that. Now is the time to take control. Assume responsibility. Train your mind to see the beautiful all around us – and tap a powerful ability to effect big change from small things YOU can do this week. A personal empowerment framework is presented. Discussion of real world examples helps refresh spirits, and seeks to inspire in our own actions.



**For booking inquiries, please contact Chris at
403.862.4011 | chris@rynic.org**

Coaching For Life – 60 mins

We teach dribbling or skating around cones. We helicopter. We yell. We have medals for everyone. We think our kid will be the next superstar. And...we miss the point of it all. Kids crave mentors that care. They crave mentors that help them push themselves to fully realize a potential they often don't know the bounds of. At its best, sport is a metaphor for life to come. Character development leads – and yes that includes competitive spirit. It should serve what we all want: to raise kids to be the best version of themselves. How do we make this happen? Ten Character-Building Principles are discussed, inspired by seven years of coaching, three Provincials medals, and two kids in competitive sports. Stories – from hummingbirds to boiling water - offer additional insights into the soul of sports.

Conference Sessions – *these can also be modified to serve as a Keynote address (60 min)*

Follow The Leader – 45 mins

Dig a moat around Town Hall! What? Well think of it as an unconventional (ok slightly facetious) communications idea to get people to read the municipal budget. There's a million books about leadership, but not much in a government context – where every resident is a member of the Board of Directors and consensus-building is more likely to lead to gray hair than results. Twenty-five years of experience working with organizations in all forms yields practical leadership principles you can apply to your work today.

“Sell Life Insurance To A Pre-Schooler”: Marketing With Sizzle – 45 mins

This presentation offers a facetiously feel-good way to explore obstacles that stand in the way of exceptional marketing in a world full of noise. With 25 years of learning marketing by trial, error, and great success, let someone help you avoid the pitfalls and get results faster.

Memories in the Making – 45 Mins

While the comedian Steven Wright facetiously says “Everyone has a photographic memory... some just don't have film,” the truth is memory is core to strength of a tourism or organizational brand, or traction with your community event. How do we create great “film” as designers of tourism experiences? Join in on an energetic and pragmatic deconstruction of tourism memory making using research demonstrating 10 factors that drive memorable experiences.



Do The One Small Thing

By Chris Fields, Senior Strategist On a beach sits a box of tennis balls. A sign in the box has a picture of a dog on it and says: "In loving memory of Phoebe. Please help yourself to a tennis ball for your dog to enjoy. You may wish to pop it back in the [...]"

[Read More >](#)

For Chris' writing, visit: www.rynic.org

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Testimonials

“Amazing. I left feeling excited and inspired. You helped remind me that it's ok to embrace my “outside the box” thinking. Thank you for igniting my spark when I needed it. Best speaker ever!”

Jennifer Nemeth- MacArthur, Travel Alberta Conference, Camrose, 2017

“Please know that what you do makes an impact with those that hear your message!! You are awesome.”

Lisa, Alberta Association of Agricultural Societies Conference, 2016

“One of the best presentations I’ve seen in a long while.”

Trevor, Interior Designers of Canada Leaders Breakfast, 2015

“Set the perfect optimistic tone for the day. Inspired a room of 200 interior designers. Really great discussions and idea sharing followed.”

Kelly VanderHooft, President, Interior Designers Association of Alberta, 2015

Frequently Asked Questions

Travel

Travel fees are calculated based on flights out of the Calgary International Airport, or mileage from Okotoks, Alberta. Chris does not have any special travel requirements.

AV / Presentation Requirements

- Chris prefers to use a wireless lapel mike but can work with any wireless mike. He tends to wander around the stage, so a stationary mike is less ideal.
- He does not require a podium, nor does he require a stage for smaller venues.
- Preference is to use his own laptop, given use of embedded video/audio content, which requires connection to a projector with HDMI connections (i.e. not the older blue VGA-style pin connection).
- Please advise if the projector and/or display screen is a traditional 4:3 format vs widescreen 16:9 format (effects presentation formatting).
- He desires an external speaker system that plugs into a laptop. Please advise if a speaker system isn't available so that presentation adjustments can be made.
- If the computer is in a remote location within the room away from the speaker area, a projector remote with Bluetooth USB connector to plug into a laptop is required.

Workshops / Breakout Sessions

- Chris is happy to facilitate/present secondary sessions at conferences and events, or to participate in panel discussions.

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