



# The **Freak** Factory *David Rendall*

“ We all have to live with constant change. Your presentation was perfect for the environment we work and live in. I believe your talk with us will help in all of our daily lives. On behalf of my team and myself I want to express our gratitude. ”

**Dean Williamson, Area Manager  
AT&T Network Services**

## Two problems plague current management practice

Problem #1: Employees are unmotivated and unproductive. Problem #2: Current strategies for improving employee performance actually make it worse.

Kelly is your top sales person, but she's terrible with the paperwork. What would most managers do? Focus on Kelly's weaknesses in the performance evaluation and send Kelly to workshops on organization and time management skills. What happens? Kelly's still terrible at paperwork, and she's got less time for sales—which is what she does best. So her sales go down.

## David Rendall has been there

As a boy, he was told he'd never amount to anything because he couldn't sit still, he was a terrible listener, and he wouldn't stop talking. He listened to the criticism, did his best to sit still, stop talking and listen,

and studied counseling psychology. The result? He was unhappy, unsuccessful and never worked as a counselor.

So David started the Freak Factory, realizing that his supposed flaws were actually strengths. Now he's standing up and talking for a living, and he's spoken to over 200 organizations large and small in the last couple of years about how to get the most out of yourself and your employees.

How do you do it? You turn your organization into a Freak Factory. You put people to work doing what they're best at and stop trying to fix their flaws. In fact, their flaws are important clues to their strengths.

## David Rendall is setting management thinking on its head

In his blog, his books, his DVDs, and his speaking, he shows audiences how to lead people in ways that bring out their potential rather than trying to make them conform to a standard they'll never meet.

"Thank you so much for your presentation. Our staff was so pleased with your message. You really did a great job making connections with a diverse group."

**Susanna McGrath, Director of Human Resources  
Children's Home Society of NC**

David's recent speaking assignments include: multi-national corporations, international associations, national organizations, statewide associations, and regional groups.

- Future Business Leaders of America
- Potash Corporation
- Tyco
- Association of Home and Hospice Care of North Carolina
- Yale School of Management – Goldman Sachs
- Partnership for Nonprofit Ventures
- Christian Management Association
- AT&T
- Jobs Australia
- Piedmont Natural Gas
- American Business Women's Association
- National Court Appointed Special Advocates Association
- Duke University

[dave@drendall.com](mailto:dave@drendall.com)

919-222-6295

[www.drendall.com](http://www.drendall.com)

## Popular Speaking Topics

### The Freak Factory: Making Employees Better By Helping Them Get Worse

Most current management practices—trying to improve employees' work habits, weaknesses, and attitudes—actually have a counter-productive effect. So how do you get more out of your employees? You start with their flaws—but don't try to improve them. Instead, use them as clues for what they'd be best-suited for doing. David's provocative and counter-intuitive talk will show you how to achieve peak performance—and create a positive, engaged workforce.

### Dead Leaders: Lessons from the Lives and Violent Deaths of the World's Most Influential People

Do you want to become a great leader? What does it take to achieve greatness?

When David asks audiences to identify the greatest leaders in the history of the world, a few names always make the list. After asking this question repeatedly over the years, he finally noticed something. The leaders, who were consistently rated as great, shared one thing in common. They had all been killed. They didn't die natural deaths. They were either executed or assassinated. This led David to explore the lessons that can be learned from their example. He discovered four leadership principles that have the power to transform your leadership and your legacy.

### The Freak Factor: Discovering Uniqueness by Flaunting Weakness

What do you wish you could change about yourself? Are you too loud or too quiet, too hyperactive or too sedentary, too organized or too messy? You get the idea.

Most people think that they should find and fix their weaknesses. However, research shows that most of us never make much progress trying to eliminate our worst traits. In fact, your weaknesses are actually the best clue to your strengths. In this funny and counter-intuitive talk, David shows you how to find success and improve performance by starting with your weaknesses—and embracing them rather than trying to deny them.



David Rendall is a speaker, author, consultant and entrepreneur. He earned a doctor of management degree as well as undergraduate and graduate degrees in psychology. In 2004 he founded Rendall & Associates, a consulting firm that specializes in leadership development and strategic planning. Previously, he managed nonprofit enterprises that provided employment for people with disabilities. He is the author of *The Four Factors of Effective Leadership* and *The Freak Factor*.

