

# John Baker

President and CEO, ReadyThinking LLC

Creator of “The Asking Formula”

## Biography

John Baker is the creator of The Asking Formula and is known as America’s #1 Asking Expert™. He is the author of two books: READY Thinking – Primed for Change (winner of the 2009 AXIOM award) and The Asking Formula – Ask For What You Want...And Get It (winner of the AA-ISP 2013 “Book of the Year Award” and the 2014 AXIOM business book award).

John’s background includes extensive experience in sales, leadership and personal development. His past jobs included roles of COO and SVP at such leading firms as American Express and Ameriprise Financial. He currently serves the Secretary of Defense as an expert in the DoD’s Yellow Ribbon Reintegration Program. In this role, John helps veterans adapt back into civilian life upon their return from battlefield deployment.

John has delivered his message in front of numerous organizations, large and small, profit and non-profit: he is one of the country's most sought after presenters. Thousands of individuals have participated in John’s training programs and have benefited from his message. John is a founding member of the US Department of Defense's Cadre program where he speaks to large groups of returning soldiers, sailors and airmen across the country, helping them transition to civilian life from battlefield deployment.

John's charismatic style and humorous delivery – combined with his powerful and unique content — has made him one of the country’s most sought after speakers.

## Speaking Experience

- Featured keynote speaker at American Association of Inside Sales Professionals annual conference for four years running.
- Keynote at LinkedIn Minnesota, the largest LinkedIn network in the country.
- Workshop with PCCA, one of the country's leading pharmaceutical associations.
- NADA Super Session at the annual global conference in January 2015.
- Dozens of presentations to Vistage International; John is a top rated Vistage speaker (Vistage is the world's largest executive roundtable organization).
- Workshops and speeches worldwide to companies such as SAP, IBM, Allianz, American Express, Ameriprise Financial, and a host of others.

## Abstract

How many times in a typical day do you have to ask for what you want in order to achieve your goals? Yet, asking is a skill in short supply. In fact, many people sabotage their professionalism by practicing bad asking behaviors. The Asking Formula is America's #1 program designed to teach people how to more effectively ask for what they want: regardless of the topic both in their professional and personal lives.

In this motivating and upbeat session attendees will learn the six, powerful and repeatable steps of The Asking Formula. It is a highly interactive session where each attendee will create a unique and personal Asking Formula targeted at a specific need. We will role-play these formulas to drive learning and competency. Attendees will apply their learnings directly to their most pressing issues and challenges. The ROI for the session is immediate.

Twitter: @askjohnbaker

Facebook: The Asking Formula

Email: [info@theaskingformula.com](mailto:info@theaskingformula.com)

URL: [www.theaskingformula.com](http://www.theaskingformula.com)