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List of 25 Professional Speaking Topics

BRIEF BIOGRAPHY

Joseph B. Diehl CPA JD FMCHC has run a successful Seattle-based consulting, training, association management and coaching organization – Diehl & Co. LLC, for over 29 years. In total, Joe has held professional positions in both the nonprofit and for-profit sectors since 1970. As a degreed accountant, CPA, attorney and functional medicine coach – Joe’s motto is “We solve Problems.” His mission statement: *to inspire and empower people who share our core values and beliefs*. Joe and his team offer 25 training topics which can be delivered in a variety of formats for staff and staff leaders. His approach is to combine his lifetime of learning and experience, with research from experts in the subject matter – with a smattering of humor and fun exercises. In his spare time, he also runs ultramarathons and is a licensed and bonded auctioneer. Joe and his wife of 31 years – Sue, call Seattle WA their home.

COURSE CONTENT DELIVERY OPTIONS

Presentations offered range from 45 to 60 minutes – or maybe longer, depending on the scope of the speaking engagement, audience and venue. Fees, expenses – and even course content, are negotiable. Many topics can be made into an all-day retreat with your staff or Board. Course content can be delivered live/in person, via Zoom, or produced and delivered as a stand-alone video for your own company’s library of training topics.

Diehl & Co. LLC will tailor any presentation. Joe actually prefers to tailor the courses, to better serve your organization. For conference or convention meeting planners, select a keynote address; and then book several breakout training courses!

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- 1. Functional Medicine: Healthy Living through Healthy Eating Choices.** Traditional Western medicine addresses symptoms and prescribes medicine developed by large pharmaceutical companies - while functional medicine addresses the *root cause(s)* of chronic pain and illness. The vast majority of the US population has grown unfit and unhealthy under the Standard American Diet (SAD). Switching to natural, organic unprocessed foods, natural remedies and adopting a fitness program - has shown to be effective towards reversing adverse health conditions. Joe is a Certified Functional Medicine Coach.
 - 2. Building a Purpose-Driven Life.** Key concepts and legendary quotes and words of wisdom, focusing on developing a purpose for our lives and cultivating our LEGACY - are drawn from the most popular and inspirational motivational speakers in history. Individuals are encouraged to create their own personal MISSION and develop their own set of CORE VALUES. Perhaps just as important – they’ll learn how to divine their PURPOSE in life. We all can build a legacy. What’s yours?
 - 3. Taking Personal Responsibility.** It is easy to blame others – or perhaps the economy, or your boss, or a spouse/partner, your parents or even the government - for your situation in life. From the time when human beings began walking upright, this rule has been in effect: if you want something to change, CHANGE YOURSELF. If you don’t change, your world won’t change. Don’t waste valuable time. We’ve only been put on this planet for a short period of time in this life. The clock is ticking. Taking personal responsibility returns huge rewards.

4. **Constructive Conflict is Good.** The best teams in any field – academic, business, and even sports, embrace conflict. As human beings and for self-preservation, we inherently prefer avoiding conflict. Research has proven that for any team or workplace to progress, everyone needs to weigh in and share their own thoughts to be part of the solution. Every successful leader knows that engaging in constructive conflict, bringing an open mind to the table, engaging listening skills, and finding common ground is healthy and gives everyone a feeling of inclusion.
5. **High Intensity Interval Training (HIIT): Benefits for Heart Health.** Double-blind studies in the US of individuals with plaque build-up on their arteries had to be halted... some individuals who enrolled to do HIIT training to prove that regimen reduces risk of cardio-related plaque buildup – died during the studies. HIIT involves short successive series of sprints. Studies outside of the US and have continued. They have found that arterial plaque can be reduced. Learn this little-known way to reduce the impact of our Standard American Diet (SAD).
6. **Goal Setting for Novices.** Imagine piloting a boat, without a rudder. What ports-of-call will randomly appear? None. Are you living your life like a boat adrift in the ocean? Build a rudder by establishing SMART goals – Specific, Measurable, Achievable, Relevant and Time-Bound. Goal setting separates those without a focus - from those historically famous entrepreneurs and artists that astound all of us with their amazing performances at work, on the stage and in their lives.
7. **“The Power Of...” Series: ATTITUDE.** Joe dives deep into his mentor’s writings and messages to show the impact that a person’s attitude has on their success in life. Earl Nightengale, Jim Rohn, Bob Proctor, Napoleon Hill and many other motivational speakers knew that ATTITUDE almost always determined a person’s success in life. Joe will lead students to examine their own attitudes and guide them on how to make those difficult changes from being a victim - to becoming a leader.
8. **“The Power Of...” Series: VULNERABILITY.** Many of us grew up in households or in cultures in which exuding emotions and expressing feelings were largely and roundly, discouraged. This inculcated cultural norm of being stoic and reserved tends to restrict emotional expression and dampens open dialogue. Researchers have consistently found that there are benefits in expressing vulnerability, which can build trust and teamwork.
9. **“The Power Of...” Series: GRATITUDE.** From the dawn of humanity, a strange and unique human trait of gratitude emerged. With it, came power. Hunter-gatherers who recognized gratitude and enlisted collaboration were more likely to succeed and prosper – rather than going it alone. Even those who used force and punishment to enlist others to serve them, often fail to prosper. Joe will also explore the benefits of keeping a gratitude journal daily, which changes one’s appreciation of life.
10. **The Power of...” Series: EMPATHY.** Empathy is NOT sympathy. *Empathy* means walking in another person’s shoes - as distinguished from the definition of *Sympathy*: feeling sorry for another person (or for their crummy, worn out shoes). To build a lasting relationship with a spouse, business partner or a stranger – empathy will connect you quickly and directly to another person’s heart, mind and spirit. It is a learned behavior. Joe teaches ways to implement empathy as well as to develop the skills to be sincerely interested in another person.
11. **“The Power of...” Series: MEDITATION.** Daily meditation by those who perform it regularly is almost always considered essential to their continued well-being. It serves as mental conditioning, to put aside automatic, reactionary thought patterns. Benefits include reductions in stress and anxiety; increases in self-awareness; enhanced focus; and improved sleep, among others. Joe teaches several techniques, gleaned from the most adept meditation gurus.
12. **“The Power of...” Series: ARTIFICIAL INTELLIGENCE (AI).** Learning about AI is vital, as the fastest-growing technology that will likely change the way we work, study, and run our day-to-day lives. It has shifted to a specialized tech skill to what is termed, “a foundational baseline” for most all professions. We’re in the beginning of the AI technological revolution. If you’re using AI as a search engine... think again on how it can be applied to your life in so many different and game-changing ways.

13. **“The Power of...” Series: ASPIRATION.** Hope. Desire. Yearning. Wish. Aim. Longing. These words and many others describe aspiration – that is, the ambition and dream of achieving something. It embodies what we hope to become. Aspirations refocus our thoughts towards a more-perfect future. Where did the aspirations of your ancestors take you? And where will your aspirations take you in the future?
14. **Job Burnout.** Job burnout has emerged as one of today’s most pervasive and somewhat common ailments. Jobs in society today seem to be gravitating towards becoming a performance-demanding and for most, a very difficult daily ritual. This often results in our “life/work” balance to become out of sync with our own ideals. Joe will examine the root causes of this phenomenon; examine the toll it takes on individuals and on employers as well; and explores some actionable, real solutions. Joe creates a toolkit for his students to use in their daily worklives.
15. **Conflict Management through Effective Mediation Skills-Building.** This course provides techniques and tips on how to resolve disputes and conflicts and includes real-life examples and role-playing by volunteers. Joe’s 50+ years of experience in mediating disputes, being in business, combined with his law degree and Certificate in Mediation from the University of Washington as a lawyer, provide ways for others to mediate disputes.
16. **A Writer’s Guide to Communicating Professionally.** This training covers the basic rules and best practices in becoming a highly effective and highly professional communicator in writing, speaking and writing e-mails. First impressions – often observed by others in your first communication, are critical for your credibility and is a reflection in many cases, upon your character, intent and who you are as a person. Choose your words carefully! Also, little creativity and personal style will ever be developed if you let AI or your personal assistant write for you.
17. **Networking: How to "Work" a Room and Build Relationships.** Studies show that over 90% of us feel uncomfortable entering a room full of strangers! Despite starting off life as an introvert, Joe quickly learned that it was essential to network with others in order to further his career, expand his contacts and ultimately improve his life. After "working" hundreds of rooms over many decades, Joe created this course that includes the *Dirty Dozen - The Twelve Essential Tips for Successful Networking*.
18. **Cultivating Resilience: A Guide to Becoming Anti-Fragile.** Joe examines the research behind resilient people, including public information shared by Professor Nassim Nicholas Taleb and Professor Martin E. P. Seligman. Adjectives like “anti-fragile” and “resilient” describe people who not only gain from chaos and unexpected, random events (such as economic collapses, terrorist attacks, pandemics, etc.) - but who flourish during and after such occurrences.
19. **Strategic Planning.** The strategic planning process creates an actionable roadmap for the future. Whether you are an individual, a family, a sole proprietor, a club, a major for-profit corporation, a nonprofit organization, a government agency or a coalition of like-minded leaders – you must have a sail, rudder and a good crew of like-minded individuals to get from where you sit today in the ocean of life – to your ultimate, well-planned and chosen destination. Many strategic planning reports end up on the shelves, collecting dust.
20. **Accounting and Finance for Non-Accounting Professionals.** Reading financial statements and interpreting them may seem like learning a foreign language! That is truly not the case, if you become educated on the mechanics of record-keeping. Once you understand double-entry accounting and are familiar with generally accepted accounting principles, you’ll more fully be able to understand what the reports are telling you’re your investors, your stakeholders and the public.
21. **The New Board Member’s Guide to Robert’s Rules of Order.** US Army Colonel Robert’s purpose in creating his publication was to derive standardization and uniformity around parliamentary procedure. Since its initial publication in the 1870s, Robert’s Rules of Order has been issued in 12 editions, to date. This will NOT to make you a “Parliamentarian” or even an expert in the field; rather, it will give you a bare-bones grasp on the procedures that take place in a board, membership association, club or legislative body that must follow Robert’s Rules of Order.

- 22. Teamwork.** Using the materials and content provided by Patrick Lencioni, author of the New York Times bestseller, Five Dysfunctions of a Team, Joe will facilitate a training or retreat for your staff or your organization's leaders on how to build teamwork in any workplace. Lencioni has created a model which focuses on the *absence of trust, fear of conflict, lack of commitment, avoidance of accountability, and inattention to results* as the key impediments to teamwork in the workplace. Joe also utilizes 4 other models in his teamwork training event.
- 23. Budget Preparation for Non-Accountants.** Having served in a variety of Controller, Chief Financial Officer and Executive Director positions - JOE KNOWS BUDGETS. Those of you who are not accountants need to know what goes into the numbers that you see at a staff meeting and/or board meeting. In fact, you'll be expected to stay within budgeted totals! The numbers can be limits or can be a guide – but the key is to learn budgeting skills.
- 24. Grant Writing Basics.** While sometimes considered a small niche for nonprofits, tribal organizations and other social-service providers, many long-term benefits will accrue over time to those who decide to “take the leap” of grant writing. Raising new revenues can allow expansion of your work, your cause. This course covers both time-saving and effective techniques to succeed in selective targeting and then successfully convincing corporate, foundation, government and even individual grant makers - to fund your cause. Joe has raised millions of dollars throughout his career using these proven principles.
- 25. Drop the Mic! Sharpen Your Public Speaking Skills.** At some point in your life, you'll be called upon to speak before a group. Whether it be family, friends, neighbors, co-workers, potential customers/clients/supporters, or during a Zoom/Teams session – those who are the most effective speakers often have an array of content delivery techniques, vocal variety and nuances, relevant and tasteful humor, and other tools that are ready to pull out of their toolkit while presenting. As a public speaking legend (in his own mind), Joe's goal is to get you to that “drop the mic” moment!

Thank you for Considering Diehl & Co. LLC for your Training and Educational Needs!

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