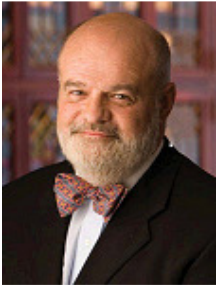


WEDNESDAY, MAY 6, 2020 BREAKFAST MEETING - \$30.00

AGENDA: 8:00 am to 9:00 am Buffet Breakfast & Networking / 9:00 am to 10:00 am Presentation

**The Birmingham Country Club
1750 Saxon Drive, Birmingham, MI 48009**

**Joseph Jordan
“Living a Life of Significance”**



- *“Living a Life of Significance is essential reading for your practice and your soul” Nick Murray*
- *“There are only a small handful of people in this world who go about their everyday life working to make a difference, and Joe is one of them. A Life of Significance is something we all must choose to do, and Joe supplies the motivation.” Gordon Watson, CEO of AXA Asia*
- *“His message is particularly compelling for women, given his personal and powerful story about his maternal upbringing. He is a true champion for women in the financial service industry” Angela Ribuffo, CFP, RICP, ChFC, Past President Women in Insurance and Financial Services*

- Understand the significant impact you have on others by helping to address the #1 issue that humanity faces, the aging population of the world.
- Learn Joe’s Daily Contact commitment, a prospecting technique that is centered on effort not results. The emphasis is on activity and is wholly supported by the inspiring message of Living a Life of Significance.
- Revive the lost art of storytelling, as stories are critical to building trust and relationships with clients. This is critical in the age of Best Interest. Joe shares impactful stories in his presentation and shows why you need to use storytelling in your own practice.

Joe Jordan, inspirational speaker and behavioral finance expert, is the author of the award-winning book “Living a Life of Significance”. Joe has presented hundreds of presentations to over 400,000 financial professionals in 28 countries around the world. Formerly, Joe ran Paine Webber and more recently was a senior vice president at MetLife. He was responsible for retail product development and started their fee-based financial planning program and behavioral finance department. Joe is also a founder of the Insured Retirement Institute. For three consecutive years, he has been honored by Irish America magazine as on the “Top 50 Irish Americans on Wall Street.” He was inducted into the Fordham Football Hall of Fame and has played rugby for the New York Athletic Club for 30 years.

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