



# CHRISTOPHER CARTER SMITH

COWBOY | INTERNATIONAL SPEAKER | STORY STRATEGIST | BRAND EXPERT





# WHAT DO YOU WANT TO BE KNOWN FOR?

This is the question Chris has entrepreneurs reflecting on each day.

If you're meeting Chris, be prepared to answer this question. A question that may seem simple, but is one of the most difficult questions for us to answer. Through Chris' skills, experience and passion, he makes it possible for individuals to powerfully and simply answer this question. But it doesn't stop there, he also equips business owners with the formulas & tools they need to turn that answer into a successful business strategy.

## WHO IS CHRIS SMITH?

Chris is a cowboy, entrepreneur, speaker, brand expert, story strategist, husband and, most importantly, a dad.

He is one of the most inspirational story-telling and brand strategy speakers. Chris knows his stuff and has proven that he gets results. Chris helps businesses of all sizes, startups and entrepreneurs fundamentally rethink their approach to cultivating life changing stories within their businesses, and exposing those stories to the world. Through the powerful framework of The Campfire Effect, he helps align founders' and employees' stories with the brand of the company. Helping them grow their revenues rapidly, gain and retain more customers and help them create amazing experiences.

Chris is a 5th generation native of Arizona. His family arrived in Arizona in 1877 and has farmed, ranched and rodeoed for each of those 5 generations. He comes from a lineage of entrepreneurs and small business owners. He was raised in a rodeo family and still competes in rodeos across the southwest in the team-roping event and is beginning to introduce his children to the cowboy lifestyle. Having been around cowboys and their stories for most of his life, Chris is a storyteller at heart. He loves nothing more than being a dad. His wife and three kids are truly his best friends. He loves his time as a board member for the non-profit AZ Common Ground. He has a passion for healthy, active lifestyles.





## TOPICS CHRIS SPEAKS ABOUT

Chris offers keynote speeches, half-day workshops, and remote webinars on the following topics, customized to your audience.

**PEOPLE | LEVERAGING YOUR TEAM**

**STORYTELLING | CREATING SUSTAINABLE GROWTH**

**BRANDING STRATEGY | ALIGNING BUSINESS STRATEGIES**

Topics presented over the last ten years to startups, small businesses and Fortune 500 companies include:

- *People Brand vs Company Brand*
- *How to Create a Culture that is a Competitive Advantage*
- *How to Create the Campfire Effect: Trust, Reflect, Connect*
- *Create a Powerful Brand Story that SELLS*
- *How to Retain Your Best Employees*
- *How to Elevate Leadership through Storyselling*
- *How to Attract Millennials to Your Company*
- *The New World of HR*
- *How to Create an Aligned Business Strategy*

Speaking Samples:

<https://vimeo.com/102872490>

<https://vimeo.com/95001693>



 [www.linkedin.com/in/christophercartersmith](http://www.linkedin.com/in/christophercartersmith)

 [@chrisSmithaz](https://twitter.com/chrisSmithaz)

 [www.facebook.com/thecampfireeffect.com](http://www.facebook.com/thecampfireeffect.com)

# WHAT PEOPLE ARE SAYING ABOUT CHRIS SMITH & THE CAMPFIRE EFFECT



“

**We got immediate results from the Campfire Effect process that we were able to implement the next day.**

”

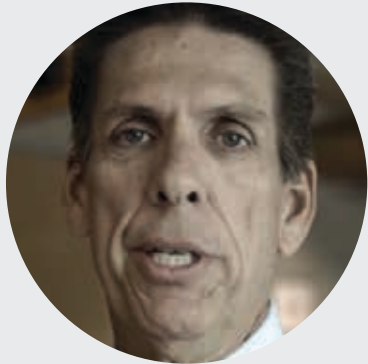
Ben Miller  
Northwestern Mutual

“

**I am completely confident now that I can tell anyone in 60 seconds what we do in a simple, clear and powerful way.**

”

Brad Martineau  
Sixth Division



“

**We flew Chris and eight other presenters out to Utah to present to a group of 1000 individuals on storytelling and branding, and after the event sent out a questionnaire requesting feedback from attendees. Chris was by far the number one rated speaker, he was unbelievable.**

”

John Haynes  
Co-Founder, Penna Powers

“

**Talk about a total game changer. Chris Smith and his team propelled my business to the next level with their groundbreaking, innovative work. If you want absolute clarity about your story and brand that empowers your team to kick it up to its highest level, contact them.**

”

JJ Virgin  
Author, Fitness and Aerobics Instructor







“

*I believe if entrepreneurs were more clear about what they stood for and more intentional about articulating what they do, their impact and influence in the world would be unstoppable.*

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Email [kc@thecampfireeffect.com](mailto:kc@thecampfireeffect.com) for availability, fee schedule and speaking details.



Creating the  
**Campfire Effect**