



## Biography

# Dan Sullivan



As a pioneer in the field of entrepreneurial coaching, Dan Sullivan has been helping “the best get better” for over 30 years. With great wit and an uncanny insight, he has coached thousands of top entrepreneurs, showing them how to make their lives simpler and more enjoyable while exponentially multiplying their business results.

Dan’s early experience was in communication and design, performing such roles as USO entertainment organizer during the Vietnam conflict and creative director at Baker, Lovick, & Co. advertising agency. This natural inclination, along with his talent for asking transformative questions, led him to become a much-sought-after and entertaining speaker and coach. These experiences have added great depth to his ongoing creation of visually appealing and easy-to-use thinking and planning tools.

In 1982, Dan met Babs Smith and immediately realized the benefit of a personal and professional partnership with her. They were married in 1986, and then in 1988, they created The Strategic Coach Inc. To date, more than 10,000 entrepreneurs from around the globe and from over 60 different industries have benefited from the collective wisdom of the company’s Strategic Coach® Program.

Dan is author of over 30 publications, including *The Great Crossover*, *The 21st Century Agent*, *Creative Destruction*, and *How The Best Get Better*®, and co-author of *The Laws of Lifetime Growth* and *The Advisor Century*.

Dan lives in Toronto with his wife and business partner, Babs Smith.