

# ABOUT JOSHUA FREDENBURG

## VISION XY

A man who defines himself as a visionary, role model and positive voice for Generations X and Y



For speaker bookings,  
please contact



Tel: 954.791.7991

[booking@thekeynotegroup.com](mailto:booking@thekeynotegroup.com)  
[www.thekeynotegroup.com](http://www.thekeynotegroup.com)

Joshua Fredenburg, professional speaker and the voice of Generations X and Y, is focused on motivating and empowering young adults into leadership action. At age 25, he has already shared this inspiring message with over 1.2 million people.

“I have a desire to set an example for my generation– by building a positive image so we can take this country where it needs to be,” stated Fredenburg. Energetic and passionate, he presents a clear leadership vision and path to all audiences, motivating them into action.

Fredenburg’s accomplishments and professional speaking experiences are many. Majoring in communications, he is a 2001 Long Beach State University graduate with a speaking career that started before his college career. At 19 years of age, Fredenburg possessed an interest to reach out to young people. He started speaking in junior and senior high schools, colleges and churches. “My goal has always been to help all people find a positive vision for their future,” shared Fredenburg.

During his college years, the door opened for new speaking opportunities, broadening his audience through campus radio and television talk shows. Within a few years, he became one of the most listened-to campus personalities with a show called *College Beat*. Working in the entertainment business as an up-and-coming talk show host, Fredenburg interviewed notable performers– such as R&B artist Deborah Cox, Late-Night Talk Show Host Jay Leno, Actor/Comic Cedric The Entertainer and WWE Superstar/Actor, The Rock.

Broadening his audience further, Fredenburg started producing and hosting a public access television show entitled *Student Forum*. The talk show format provided another opportunity to reach the youth and young adults. In 2004, the television show was renamed *We the People*. With audience interest high, the show added five extra markets– New York, Los Angeles, Atlanta, Long Beach and the Bay area. The show continues airing in these markets and is a favorite among young adults.

### Vision XY

P.O. Box 1702, El Cerrito, CA 94530

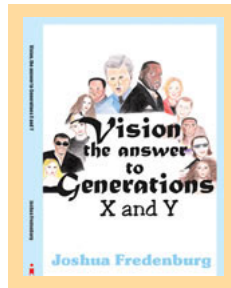
Office: 310-562-2998 E-mail: [visionxy@visionxy.com](mailto:visionxy@visionxy.com) web: [www.visionxy.com](http://www.visionxy.com)

## ABOUT JOSHUA FREDENBURG (CONTINUED)

Fredenborg honed his skills and expertise alongside some of television's most recognizable professionals. He worked for *BET Tonight* with Tavis Smiley, and conducted red carpet interviews at *The People's Choice Awards* and *The NAACP Image Awards*. He also worked on *The View in LA*, *The Ananda Lewis Show*, *The Sheryl Lee Ralph Show*, *The Oprah Winfrey Show* and *The Wayne Brady Show*. Working on *The Wayne Brady Show* provided Fredenborg the opportunity to make his national debut as an opening announcer.

His motivational speaking is equally successful in front of live audiences and as a facilitator with organizations. Facilitating conferences with the Monster Diversity Leadership Program and speaking to 10,000 students attending The Black College Expo, are just two of many organizations recently benefiting from his vision and insight. Fredenborg also served as a presentation speaker for the Creative Artist Agency Foundation and the Black Business Association at the University of Southern California.

Fredenborg is President of Vision XY, Inc. a company he created. His motivational speaking, consulting and program development are all operated through Vision XY. His accomplishments continue to build with the release of his first book entitled *Vision, the Answer to Generation X and Y*. The book will be seen in bookstores nationwide, starting the fall of 2004.



“Vision” The Answer to Generation X and Y,  
is set for release in the fall of 2004. To  
order, visit [www.visionxy.com](http://www.visionxy.com)

**Vision XY**

P.O. Box 1702, El Cerrito, CA 94530

Office: 310-562-2998 E-mail: [visionxy@visionxy.com](mailto:visionxy@visionxy.com) web: [www.visionxy.com](http://www.visionxy.com)

1

# PROGRAM TOPICS, FEES AND EXPENSES

## Program Topics

VISION: THE KEY TO GREAT RESULTS

CREATE AN EFFECTIVE VISION FOR YOUR TEAM

VISION + GOAL SETTING = SUCCESS

THE POWER OF EXCELLENCE

GREAT ACHIEVEMENTS IN BAD SITUATIONS

LEAVING A LEGACY FOR THE FUTURE

## Fees and Expenses

All topics and titles can be customized to meet the needs of your group

Keynote (1 hour)	\$2,500.00
Breakout (up to 3 hours)	\$3,500.00

### Deposits and Cancellations

The deposit is 50% of agreed fee and is required upon confirmation of the booking. If a program is cancelled, Joshua Fredenburg will rebook the program on a mutually convenient date with no penalty. If a program is cancelled by the client and not rescheduled, the deposit will be retained by Joshua Fredenburg as a full and complete settlement.

### Travel Expenses and Accommodations

The client will cover the speaker's airfare, hotel accommodations, and travel related expenses. Airfare and hotel accommodations will be billed directly to the client. All additional expenses will be invoiced after the program has been completed.

To book this speaker, please contact:



Tel: 954.791.7991

[booking@thekeynotegroup.com](mailto:booking@thekeynotegroup.com)

[www.thekeynotegroup.com](http://www.thekeynotegroup.com)

**Vision XY**

P.O. Box 1702, El Cerrito, CA 94530

Office: 310-562-2998 E-mail: [visionxy@visionxy.com](mailto:visionxy@visionxy.com) web: [www.visionxy.com](http://www.visionxy.com)

# VISION: THE KEY TO GREAT RESULTS

Many successful leaders of any profession will tell you that vision is essential for anyone's success, yet most people have not really heard much about vision. Subsequently, that is why some people have lacked direction, focus, motivation, and passion in their lives.

After writing the book, Vision: the Answer to Generations X and Y, Joshua has discovered that vision is the key to unlocking the doors within that will bring focus, direction, passion, and motivation to one's life. In this dynamic and electrifying message on vision, Joshua talks about the importance of vision and why he has made it his mission to help as many people as possible find a positive vision for their life. He also gives essential principles that are necessary to make his or her vision a reality.

## Objectives:

- Help people find an effective vision for their life that will give them focus and direction
- Build up 21<sup>st</sup> Century leaders with a positive vision for the future
- Help people learn about the importance of vision
- Motivate people to see and go beyond the limits of the average person
- Assist people to create a vision that will bring them more joy, happiness, motivation, determination and passion about life
- To help people learn vital life principles that are necessary for executing any idea, concept or vision

## What participants will learn:

- What vision is
- Why vision is important for everyone's success, especially Generations X and Y
- Solutions to helping people overcome lack of direction and motivation
- Seven steps to creating an effective vision for your life
- The importance of mentors, partners and teamwork
- Five essential principles to execute your vision

### Vision XY

P.O. Box 1702, El Cerrito, CA 94530

Office: 310-562-2998 E-mail: [visionxy@visionxy.com](mailto:visionxy@visionxy.com) web: [www.visionxy.com](http://www.visionxy.com)

# CREATING AN EFFECTIVE VISION FOR YOUR TEAM

One of the greatest statements in life is, “United we stand, and Divided we fall”. In essence, if you are part of an organization or business, unity and teamwork are keys to the success of that special group or department. Also, most of your new workers are from Generation Y (those born between 1979-1994), and, interestingly, studies have shown that most of them are more team-orientated than past generations of workers.

In this empowering message on creating vision for a team, Joshua steps away from helping the individual develop a vision for himself or herself, and teaches leaders, executives, managers and department heads how to create a vision for everyone on the team. He also explains the importance of vision for the team and why it is vital for any leader to make sure that there is an overall vision for the team.

## Objectives:

- To achieve greater results in the workplace
- Create more unity in the workplace
- More effective leaders
- Greater team energy
- Defining your job purpose in the workplace
- A vision for the department a person may be managing

## What participants will learn:

- How to develop an effective vision for your department
- More about yourself as a leader so that you can be more effective in the hiring process of employees for your team
- How to create an atmosphere as a manager that makes everyone feel important
- How to bring greater levels of commitment, energy and passion into the workplace
- How to build up more effective leaders as managers in the workplace

## Vision XY

P.O. Box 1702, El Cerrito, CA 94530

Office: 310-562-2998 E-mail: [visionxy@visionxy.com](mailto:visionxy@visionxy.com) web: [www.visionxy.com](http://www.visionxy.com)

# VISION + GOAL SETTING = SUCCESS

Some years ago, a study examined the effectiveness of goal setting among a group of college students. In this particular study, they found that 3% of this group of college students had set goals for life after college. Amazingly, the 3% who had set goals for their lives made more money and became more successful than the other 97% of the students over a twenty-year span.

Ironically, that is what happens in our society every day; those who set goals have much more success than those who do not. In this captivating and electrifying message on setting goals that will give you maximum success, Joshua explains from his personal experience the importance and benefits that come with setting effective goals. He also talks about the different types of goals and essential things that must be established before you begin setting goals for maximum success.

## Objectives:

- Help people understand the importance of goal setting
- To set goals that give them maximum success
- To create a focus point before setting goals
- Help people set realistic and obtainable goals
- Get people focused and motivated on achieving greater success
- Create a plan that gives them ultimate benefits of success

## What participants will learn:

- Why goal setting is important
- Different types of goals that can be set
- Key things to have in place before you set goals
- Examples of various people who have been successful in setting goals
- Amazing statistics on those who set goals versus those who did not
- Benefits that come with setting goals
- The motivation and confidence that come to people who set goals

## Vision XY

P.O. Box 1702, El Cerrito, CA 94530

Office: 310-562-2998 E-mail: [visionxy@visionxy.com](mailto:visionxy@visionxy.com) web: [www.visionxy.com](http://www.visionxy.com)

# THE POWER OF EXCELLENCE

In today's society, several businesses and individuals set themselves apart from others because of their expertise and excellence in a certain arena. People not only love to work with great people, but also those who are at the top of their class, exemplify excellence in their respected profession, and give 100% to everything they set their mind to achieve.

In this dynamic message on excellence, Joshua talks about the power of excellence, why excellence is key to your success, and how you can position yourself to do everything with excellence. He also challenges everyone in attendance to make a point to go beyond the status quo by increasing their level of excellence in every area of their life.

## Objectives:

- Build up 21st Century Leaders
- Get people in a mindset of giving 100% instead of 75%
- Position people to receive more opportunities and success
- Help people become better individuals in their respective business or enterprise
- To understand why excellent service is important for any business or enterprise
- Develop excellence-minded people

## What participants will learn:

- What it means to be an excellent worker
- How excellence can set you apart from others
- Benefits of excellence
- 8 characteristics of excellent people
- Why excellence is important for anyone in the business world
- The power that lies in excellence
- Stories of people who have succeeded with excellent traits and characteristics

## Vision XY

P.O. Box 1702, El Cerrito, CA 94530

Office: 310-562-2998 E-mail: [visionxy@visionxy.com](mailto:visionxy@visionxy.com) web: [www.visionxy.com](http://www.visionxy.com)

# GREAT ACHIEVEMENTS IN BAD SITUATIONS

Everyone in life has experienced failures, trials and tribulations, but those who learn how to navigate, learn, and overcome these negative experiences are the ones who succeed in life. Donald Trump and Abraham Lincoln are a few of the many in U.S. history who have overcome tremendous failures on their way to the top.

In this heartfelt message on Great Achievements in Bad Situations, Joshua gives vital principles on how to overcome any trial and how to see the good in a bad circumstance versus the negative. He also gives several examples of people who have used their failures as preparation for their greatest success.

## Objectives:

- To overcome challenges that may occur in their lives
- Discover the good things that can be obtained in a trial or tribulation
- To provide you with the tools to adjust your mindset concerning bad circumstances
- To support people to continuously be victorious over challenges that arise in their life
- To provide an understanding that most successful individuals will encounter great obstacles at one time or another

## What participants will learn:

- The reasons we go through trials and tribulations
- Essential principles that will help people overcome trials and tribulations
- Positive things people can find in a bad circumstance or situation
- How trials and tribulations can help you become something better
- How failure can prepare you for success
- Stories of successful men and women that have overcome tremendous obstacles to be great
- The benefits that are gained in negative situations

**Vision XY**

P.O. Box 1702, El Cerrito, CA 94530

Office: 310-562-2998 E-mail: [visionxy@visionxy.com](mailto:visionxy@visionxy.com) web: [www.visionxy.com](http://www.visionxy.com)

# LEAVING A LEGACY FOR THE FUTURE

In today's society, many people have spoken and heard about various things connected to legacy, yet no one has really explained the importance and power that comes to people who truly live to leave a legacy for future generations to build upon.

In this action-packed message on legacy, Joshua not only talks about why we need to think about our future generations, but he explains how living to leave a legacy for future generations to build upon can help rebuild dysfunctional families, get people out of a debt mentality, bring a positive vision for the future, and help people see the importance of working as a collective team versus being about themselves.

## Objectives:

- Encourage people to mentor, coach and help others
- Help people increase in money versus being in debt
- Create more unity and teamwork among people
- Help people understand the importance of vision
- Create leaders who are concerned about the future as well as the present
- Help people understand the importance of leaving a positive image versus a negative one
- Help people get into positions that make life less stressful and more meaningful

## What participants will learn:

- What it means to leave a legacy
- The importance of leaving a legacy
- Why it is important to mentor, coach and help others who will follow in our footsteps
- Seven characteristics of people who have left legacies
- The financial benefits that come to those who live to leave a legacy
- The power that comes to an individual or collective team when they desire to live for future generations
- The unity and fullness that come to people who live to leave a legacy for future generations
- The opportunities that arise to those who live to help others

### Vision XY

P.O. Box 1702, El Cerrito, CA 94530

Office: 310-562-2998 E-mail: [visionxy@visionxy.com](mailto:visionxy@visionxy.com) web: [www.visionxy.com](http://www.visionxy.com)

## TESTIMONIALS

I would be remiss if I did not mention how astute Joshua is and that he is quite the scholar and expert on political and social events of our day. His work ethic along with his amazing public speaking skills separates him from the rest. I could not recommend a more dedicated and dependable person than Joshua Fredenburg.

*Keya R. Allen  
Program Coordinator  
Associated Students Inc.  
California State University*

It was a well-known fact that, if your organization needed a keynote speaker for any event, Joshua Fredenburg was the man you would call on. During my term as president of my organization, I enlisted the services of Mr. Fredenburg on several occasions. I would also like to mention that Joshua delivered the commencement speech for our graduating class, and his public address was considered the highlight of graduation by many of his peers and the faculty alike.

*Ehren M. Thompson  
Phi Beta Fraternity Inc.  
California State University*

On behalf of the Black Business Student Association at the University of Southern California, I would like to thank you for speaking at our meeting, "Business Tactic #1: Find your Purpose." Your words really made an impact. Your highly energetic and enlightening message on preparing college students for the real world highlighted many essential pointers! Continue your vision to educate and inspire, because many young adults NEED your powerful message.

*Yvette Bowlin  
Black Business Student Association  
President 2002-2003  
University of Southern California*

You demonstrated not only extraordinary skill in motivational speaking, but your humble spirit was a nice contrast. You were professional, punctual and effective. The students who attended the forum were informed, enlightened and inspired. They will not forget your inspirational words or informative answers to their questions.

*Tamisha Tyler  
Chief of Staff  
Black Student Alliance  
Long Beach City College*