

# Greg J Horn .com



Motivator ~ Encourager ~ Coach ~ Leader

## About Greg



Since 1997, Greg has been on a path to motivate and encourage others through their painful failures and coach them toward their true potential.

Prior to 1997, Greg's life was going as planned. He had worked up to assistant basketball coach at Western Kentucky University where he assisted in coaching a four-year losing streak into 21 wins. He married and started his own business in Cynthiana, Kentucky where he received the Business Person of the Year Award by the Chamber of Commerce, the Volunteer of the Year from the Harrison County School System, and the Community Service Award from Kiwanis Club. Things were going very well. Then on March 1, 1997 flood waters came to the small town of Cynthiana and wiped out hundreds of homes and businesses, including Greg's business. The floodwaters caused his grocery store over \$1 million in damage. With no flood insurance, he was forced into bankruptcy causing him to not only lose his business, but his home as well. Still reeling from the devastation, his wife requested a divorce. Greg hit bottom.

But, he survived and now shares how he overcame these losses and has since moved on to a rewarding life.

Greg now speaks to audiences about failure and how to "Fail Forward!" His ability to move an audience to action is what he does best. He is an energetic, articulate, and spirited entrepreneur with a consistent record of contribution to organizational development, new concept planning, and TEAM leadership management. With a broad and diversified background in business and operations management, Greg began consulting other business owners, produced and hosted his own sports talk radio show, and currently serves as radio-commentator for high school and college basketball/football games. Greg strengthened his faith by helping other faith-based organizations develop their potential. As a minister, he has built a singles ministry membership tenfold; he energized a men's ministry from only 24 members to over 60; and he helped develop a small group program advance from only 6 groups to over 40 – all within one year.

Obviously, Greg didn't give up. One of New York Times Best-selling authors, John C. Maxwell, featured Greg's story in his book, "Failing Forward, Turning Mistakes Into Stepping Stones for Success." Greg certainly learned that "it's not what happens to you, but how what happens in you." He's a walking success and wants to help you overcome adversity in your life as well.

## Client List



**MIDWAY**  
UNIVERSITY

**Rotary**



**ASBURY**  
UNIVERSITY



**N** **NORTHEAST**

# How Do You Perceive Failure?

I want to let you in on a little secret. Are you ready? Here it is . . . everyone fails! Yes, everyone! At some time in your life, you will experience failure. And most likely, more than once . . . more than twice. Failure, my friend, is inevitable. For many, however, when they experience a failure it can often have a devastating effect, depending on how it was processed. Do any of these effects sound familiar?

## 1. Taking it Personally

You feel or believe it is all your fault; that you always mess up. That you should have known better. You shame yourself for not being smarter, more perceptive, or proactive in the situation. This becomes even worse when someone else is holding you accountable or blaming you for the fault.

## 2. Becoming Immobilized

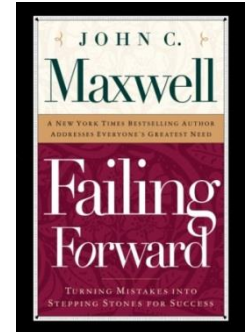
You judge yourself harshly and are unable to forgive yourself or others for the failure. You do not know what to do or how to handle/fix the problem. You feel stuck; unable to pick yourself up. You would much rather just lie on the sofa and do some Netflix bingeing. You secretly hope it will fix itself.

## 3. Avoid Attempting Anything New

Anytime you get a new idea, you quickly toss it away. You question your ability or competency to take on new projects, so you avoid them. Your confidence has been shaken, replaced by the fear and potential humiliation of failing again. Often you suffer from the “Paralysis of Analysis!”

If you have some combination of these three then you may need some help. It is not the problem that needs processing, but your “perception of the failure.” Failure is a good thing. I know that is hard to believe, but it is true. There are ways of getting past these negative feelings and springboard you forward and out of that pit. We all fail, but learning to “fail forward” is the key.

That is what this 45-minute program can do for you. It does not matter what failure you are facing, you can overcome!



# What They are Saying About Greg

*This world is full of hurting people, those who've been scarred by the past as well as those who have cycled deeply into habits and lifestyles which could ultimately destroy them. But there is HOPE...invite Greg Horn to speak with your community of faith as he shares his personal stories, partner with him as he works to help stem the tide, and join him in bringing HOPE to this world. Johnie Dean, D.M.A., Assistant Vice President for Academic Affairs and Director, Midway Chorale – Midway University*

*Greg is an impactful motivational speaker. He uses the life lessons of being a former business owner, a Division I collegiate assistant coach, and a pastor to shape the guidance on how to overcome adversity. Greg helps shape the lives of those he encounters, by showing how ordinary people can do extraordinary things with the right direction and focus. - Chad Tindall, Edward Jones*

*Sincerity. Caring. Love. Those are the traits I have witnessed when I have heard Greg Horn speak. He shares his message of overcoming, and he does it with a humble heart and the desire to help lift those who need hope and encouragement. He includes practical how-to suggestions along with the inspiration and motivation to get up and get moving, even after failing and falling. I have also had the privilege of interviewing him at length on my podcast. He is the same person on and off the stage. He is a blessing to those who encounter him. - Tom Hailey, Continuing Education Provider for Gate Precast Company*

# Contact Information

To request Greg to speak at your event, visit his website at [www.GregJHorn.com](http://www.GregJHorn.com) and use the Booking Request form. Or contact us at (859) 474-5007 or email [Susan@GregJHorn.com](mailto:Susan@GregJHorn.com).