



February 7, 2012

It is with great enthusiasm that I recommend comedian Eric Lyden for corporate and organization events, from meetings to conferences to tradeshow to awards dinners, you name it.

Eric is absolutely hilarious just go to www.ericlyden.com and play some of the audio-video clips. But, what makes Eric particularly valuable and entertaining for an event is that he does his homework and customizes each performance for the specific group for which he is appearing.

As a motivational speaker and teamwork coach, I travel the world, and I not only speak at events, but I also have considerable opportunity to sit in on watch and listen to other presenters, including comedians. And I learned early on that someone can be the funniest entertainer around, but if he doesn't do his prep and doesn't know his audience, then his performance can hurt an event, not help it. You will never run into this with Eric Lyden. He researches, prepares, and practices so that when he appears for your group, the only response of your group will be fun and uproarious laughter.

A handwritten signature in blue ink that reads "Jim Craig".

Jim Craig
President, Gold Medal Strategies
1980 Olympic Gold Medalist, Men's Hockey