



What Makes Your Heart Sing?

Awakening the Power of Inspiration



Bruce Cryer



Gary Malkin

Leadership Visionaries • Innovators • Entrepreneurs • Performing Artists

After nearly forty years and strikingly parallel journeys, Gary Malkin and Bruce Cryer were compelled to join forces to create *What Makes Your Heart Sing?* (www.WhatMakesYourHeartSing.net) They have transformed this catchy question into a movement and discovery of true inspiration.

It all started in the 1970s, Malkin and Cryer were roommates at the famed Oberlin Conservatory, where they passionately pursued their love of the performing arts. Straight out of college, Cryer accepted the starring role in the New York Production of *The Fantasticks*, "The World's Longest Running Musical."

After a successful career in musical theater and TV in New York, it was time for him to make a life-changing move to California. "What excited the idealist in me was the opportunity to learn how to develop myself mentally, emotionally, physically and spiritually." A

decade later, Cryer was one of the founding directors of HeartMath, the globally renowned health and wellness organization, where he served as CEO for 11 years. He is co-author, with Doc Childre, of the book *From Chaos to Coherence*. He is also lead author of the *Harvard Business Review* article (July 2003) entitled "Pull the Plug on Stress".



Cryer has dedicated his life to finding and developing innovative solutions to help people achieve greater well-being, vitality, success, inspiration and fulfillment in their personal and business lives. As a prominent business executive, international leadership consultant and coach, speaker and author, he has a 35-year track record of helping individuals and organizations overcome significant business challenges and create lucrative businesses that positively impact the lives of others.

Malkin also migrated to California after college. His search led him to pursue a Hollywood career composing music for television and film. Malkin's success brought numerous accolades, winning seven Emmys as well as numerous Clio and ASCAP awards for his contributions.

"If you're looking for a presentation that has the power to change lives, look no further; This one's a Perfect 10!"

Todd Linden, President and CEO, F.A.C.H.E.,
Grinnell Regional Medical Center

Malkin is not only an award-winning composer, but he is also a skilled producer, performer and public speaker dedicated to making a difference in the world by creating music-driven media and live experiences that inspire the heart and catalyze individual and societal healing. As a keynote presenter, he is passionate about the vital role music, media, and the arts can play during these extraordinary times of change as powerful tools to enhance our humanity, deepen our sense of meaning in our lives, and cultivate greater emotional/social intelligence.

Together, they offer a range of programs and services including keynote performances, workshops, webinars, and guided imagery albums. In their live events they provide a moving blend of live music, stunning visuals and video, along with research and personal stories.



Keynote Presentations:

What Makes Your Heart Sing— Awakening the Power of Inspiration

Inspiration is at the heart of successful thriving organizations as well as individuals. Organizations fueled by a passion to change the world for the better while creating a corporate culture where there is inspiration, energy and happiness are the ones that will prosper in the future.

This presentation is about moving beyond just showing up for work to truly understanding why we all matter. Often times the stress in our lives keeps us chained to our job. We forget to do the very things that bring us joy and exhilaration so we remain discouraged, running on the hamster wheel of endless work. Inspiration is the best antidote for managing stress in our life and bringing meaning and passion back in our life. When we are inspired, we have more appreciation and this allows us to be more creative and innovative. Nurturing ideas leads to success and generates higher energy levels. Inspiration is a source of free energy. The more engaged we are the more inspired and energized.

With a moving blend of live music, stunning video and personal stories, Cryer and Malkin awaken our creative self-expression, open the heart and connect the dots on how understanding these issues can provide vital insights in today's workplace.

What Makes Your Heart Sing— Creating Inspirational Leaders

In this keynote presentation, Cryer and Malkin apply these life-changing concepts to high performing leaders. Creating inspiration and sources of energy for your future leaders is fundamental to the long-term success of an organization. Great leaders begin by understanding their own personal sources of inspiration and energy.

Many people are extraordinary individual contributors to an organization, but once they are promoted to a leadership role they fail to inspire others on their team to greatness. What distin-

"Gary's creativity is particularly impactful, especially when he spontaneously creates musical strategies in the moment to inspire the participants. I highly recommend Gary for the powerful contributions he can offer."

Archbishop Desmond Tutu

"Bruce and Gary help us remember to be fully alive, balanced and open to true innovation in our lives."

Jean Watson, Ph.D., R.N., F.A.A.N, Founder, Watson Caring Science Institute

guishes a good leader from a great leader? It is their ability to motivate, inspire and energize the people they manage. This presentation takes you on an experiential journey to tap into your own leadership inspiration while learning how to utilize the right tools and sources of inspiration to create highly productive teams.

What Makes Your Heart Sing—The Power of Inspiration as a Catalyst for Healing

Although Cryer had spent more than ten years helping health care institutions reduce stress, improve resilience, and foster improved patient outcomes, he was barely prepared for the series of health challenges he would go through over a two year period. After facing the realization of his own fragility and healing journey, three revelations emerged: he found a reenergized passion to serve healthcare after being a patient in life-threatening circumstances, he wanted to bring HeartMath's message of hope and well-being to a global audience, and he re-discovered two old friends: his college roommate, Malkin, and another very good friend.... Music.

In a comparable journey, Malkin had tremendous commercial success for more than thirty years as an Emmy-award winning composer and music producer. Yet his deepest passion for music became stirred nearly fifteen years ago after a serious accident that made him keenly aware of how fragile and precious life is. He started to explore the growing field of music for enhanced performance and emotional wellness, through the creation of his renowned book and CD set on life transition called "Graceful Passages". Upon receiving global acclaim for this work, he recognized there was a great need to serve patients and health professionals in psychosocial ways.

Through a moving and rich blend of live and recorded music, stunning video, guided imagery and personal stories, Cryer and Malkin will present the inspiration they have found to make music and other multi-sensory strategies a powerful part of the

healing process for caregivers and patients alike, as well as an act of self-care and personal fulfillment. Cryer will also share how the HeartMath tools played a central role not only in his physical healing but also in keeping hope alive in his heart.

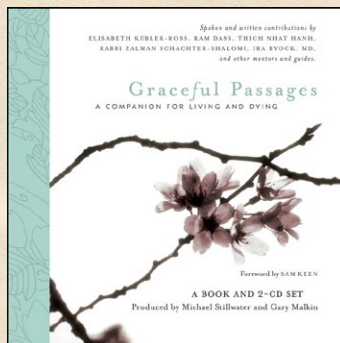
"Heart Sing-inspiring, factual, meaningful, clear, and informative personal and professional"

2014 Conference Attendees

"It is not only the personal character of Bruce that most people will find compelling; it is the energy, enthusiasm and heart that he puts into his message."

Justin D. Leader, MS, Vice President of Business

Development at Special Risk



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