



FARSHAD ASL

**LEADERSHIP EXPERT
REGIONAL DIRECTOR, BANKERS LIFE**

"I believe leadership is the secret hidden within all of us for success. We must learn to lead ourselves before we lead others. It's my mission to inspire, equip, and enable others to become the leaders and entrepreneurs they're inherently destined to become. Our leadership is our legacy." -- FARSHAD ASL



Farshad Asl is the embodiment of the American Dream. After emigrating from Iran to the United States, with only \$400 to his name and barely able to speak English — he rose through the ranks in business to create a powerfully successful enterprise. Today, as the Regional Director of Bankers Life in Southern California, he has built one of the largest sales organizations in the country. He is also an Amazon best-selling author, founder of Top Leaders, Inc. (a leadership development company,) a certified John Maxwell Leadership Coach, and an in-demand, internationally acclaimed motivational speaker.

His first book, The "No Excuses" Mindset: A Life of Purpose, Passion and Clarity, became #1 on Amazon's bestseller list, topping such New York Times bestselling authors as Gary Vanyerchuk and Shark Tank's Daymond John. Published in multiple languages, the book and its accompanying Mastermind edition workbook, continues to inspire thousands of readers and another is in the works.

A leadership expert with the ability to build and lead dynamic teams that create sustainable growth, Farshad has been a member of the Bankers Life Executive Council for nearly a decade and is a recipient of the company's prestigious Excalibur and Coat of Arms awards. He also led his team to win the celebrated "Soaring Eagle" Award and was honored with the coveted Frontline Leader Diamond Award from Gama International. A recognized leader and contributor to the company, he has served as Chairman of the Bankers Life Leadership and Management Committee for several years and continues to play an integral role in the guidance and development of Bankers Life's management programs.

From corporate boardrooms to places of worship to federal prisons — Farshad frequently provides passionate, transformational lectures on entrepreneurship. His purpose and passion in life is to add value to people's lives with every connection he

makes. His objective is to empower people with a greater sense of possibility that 'elevates their game' and propels them forward to achieve greater success. Farshad's inspiring weekly LinkedIn motivational articles about the mindset of leadership and entrepreneurship attract hundreds of engaged followers. Featured in Forbes and other publications, he currently serves on the magazine's prestigious Coaches Council, providing expert business advice.

In 2013, Farshad accompanied John Maxwell to Guatemala, along with 150 life coaches, to help improve the country's infrastructure. The week-long program successfully impacted hundreds of thousands of lives — and became a blueprint for the country's transformational leadership program, sparking the interests of other South American countries.

Farshad achieved his goals and realized his dreams by utilizing his own 'No Excuses' mindset. "I paid no attention to the hindrances that came my way, I did not allow them to become an excuse. I kept my dream alive." Living his life with passion and integrity, he consistently inspires people wherever he goes. His dream is now his reality—and his leadership *is* his legacy.

Currently Farshad continues to lead Bankers Life into the future with unsurpassed levels of growth and success. A recognized leadership expert, executive coach, published author and sought-after speaker, his coaching and guidance help empower the leaders of tomorrow all over the world, resulting in a global impact.

Farshad resides in California with his wife and two teenage daughters. To connect with him, please contact him at Farshadi@me.com