



Alvin Law, CSP, HoF

## Biography - Long Version

Like you, attitude expert and bestselling author Alvin Law has heard a lot of cliches about cultivating a positive attitude. But are any of them true? Does a positive attitude really guarantee success in life? Should we force ourselves to think positively, no matter what our situation? Will mantras and soundbites change how we view ourselves and the world? Or are we thinking about attitude all wrong?

With over three decades of professional speaking and over five (ahem) decades of experience living life without arms, his view is radically different.

Alvin's mission is to spark a worldwide Attitude Revolution. Attitude Revolutions happen because people are inspired, from within themselves, to practice cultivating a more proactive and effective outlook on their lives. Alvin knows, and demonstrates to his audiences, that attitude is not about touchy-feely platitudes or 'thinking positive' - attitude is how we look at and interpret life overall. It is a skill that can be learned, and that must be practiced. It is a tool that can be used. Most importantly, it can't be imposed upon people - it has to come from a genuine place.

Alvin uses his story to challenge audiences to rewrite the negative stories they tell themselves about themselves; to stop feeling like victims in their lives and get proactive; to stop making excuses and start making choices. His fusion of storytelling, musical performance and down-to-earth humour connect with his audiences at an intimate, intense and individual level. Over 7,500 organizations on five continents, including Cisco Systems, Pfizer and Telus, have used Alvin to ignite, engage and transform their people.

Born with no arms as a result of the drug Thalidomide, Alvin was adopted by a family who taught him to use his feet for hands - and who by doing so gave him the gift of freedom. In addition to being a professional speaker, he is a trained broadcaster, fundraiser, award-winning musician and bestselling author. He has earned the designation of Certified Speaking Professional (CSP), an honour possessed by less than ten percent of professional speakers worldwide. In 2009, Alvin was inducted into the Canadian Association of Speakers (CAPS) Hall of Fame.

Prior to his career as a professional speaker, Alvin worked for non-profit groups, in advertising and public relations, the civil service, and has even run for public office (unsuccessfully, but he got over it). He has appeared on countless telethons and media features, and has been the subject of two award-winning television documentaries. He has played a direct role in raising over \$175,000,000 for charity.

He shares his life with his wife and business partner, Darlene; his adult son, Vance; Raymond, the dog; and Trixie, the cat. They all live in beautiful Calgary, Alberta, Canada.



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## Biography - Short Version

Alvin's mission is to spark a worldwide Attitude Revolution. A professional speaker for over 30 years, he uses his story to challenge and inspire people to rewrite the negative stories they tell themselves about themselves; to stop feeling like victims in their lives and get proactive; to stop making excuses and start making choices. Over 7,500 corporations, organizations and groups on five continents have used Alvin to ignite, engage and transform their people.