

## Biography

**Louie Gravance**, a native Californian, is literally changing the consciousness of business in America through his speaking and consulting skills. A premier example is the work he has done is helping Bank of America navigate what he calls a “culture shift.” *Money Magazine* credits these efforts with “making the banking experience more pleasurable with changes that have improved customer satisfaction.” This was done through an initiative Gravance introduced to high-level executives and employees entitled “The Bank of America Spirit.” Gravance was a perfect fit for this project, thanks to skills learned and honed during twelve-year tenure at The Walt Disney Company in Orlando, Florida. Beginning with the training and orientation program “Traditions” at The Disney University, Louie designed, developed, and delivered countless presentations. First, at the University for literally thousands of Disney World employees from all disciplines, and then for visiting corporate clients through the Disney Institute Professional Development Programs. He has also traveled North America, teaching “Showmanship in the Workplace” to large companies like Mutual of Omaha, Fisher Scientific, Toys 'R Us and BMW of Canada, just to name a few.



“You have to do what you DON’T have to do, in order to win,” is a quote that represents much of the philosophy behind a Louie Gravance presentation.

Prior to moving to Florida, Mr. Gravance began a show business career at the age of twelve. He spent the next two decades in Los Angeles appearing in stage shows, sitcoms, motion pictures, and over 35 national television commercials. While at Disney, he led, trained, and performed with the improvisational comedy show “Streetmosphere” at the Disney / MGM Studios from the first year of its inception in 1989. It is now the longest running show of its kind in theme park history.

Currently, Louie Gravance Creative Concepts provides consulting and motivational talks to companies and municipalities all over the world and is based in Orlando, Florida.