

Farshad Asl

Author · Keynote Speaker
Leadership Development Expert

“Develop Leaders Who Develop Leaders.”

Some leaders teach responsibility. Farshad Asl had to live it first. He arrived in the United States in October 1998, at 27 years old, with \$400 in his pocket, a thick accent, no connections, and a decision: America would be the land of opportunity, not the land of excuses.

That decision became a philosophy, a book, and a life's work: helping people exchange excuses for responsibility, turn success into significance, and multiply their impact through the leaders they develop.



The No Excuses Mindset builds the individual. Leadership develops others. Multiplication creates lasting impact.

He lived it before he taught it

He learned English with three books — the Bible, a dictionary, and John C. Maxwell's *The 21 Irrefutable Laws of Leadership* — and built, from that foundation, a career and a philosophy. That philosophy became *The No Excuses Mindset*, the foundation of everything that followed.

Today Farshad serves as a Regional Director, building seven satellite offices and expanding the territory. He established Top Leaders, Inc. in Los Angeles, and through Top Leaders Global — the global leadership platform that grew from it — he develops leaders across countries. Forbes has quoted his insights on leadership, coaching, and the future of work.

October 1998	Arrived in the United States at age 27 with \$400.
December 1999	Began his career with Bankers Life.
July 2008	Became a Regional Director, a role he still holds.
2010	Named the #1 Regional Director in the company.
February 8, 2013	Established Top Leaders, Inc. in Los Angeles.
August 2025	Top Leaders Global launched its Middle East initiative.
Today	Building seven satellite offices and expanding the territory.



Farshad Asl speaking at the AIA Jiangsu Development Forum.

THE FOUNDATION

The No Excuses Mindset

A Life of Purpose, Passion, and Clarity · Author Academy Elite, 2016

The foundation of Farshad Asl's leadership philosophy: a life of purpose, passion, and clarity, built by exchanging excuses for responsibility — turning success into significance, and disadvantages into advantages.

The mindset was not the destination. It was the foundation. From it, the work grows in three movements:

BUILDS THE INDIVIDUAL

The No Excuses Mindset: own the next choice, whatever the circumstances.

DEVELOPS OTHERS

Leadership: growth measured by the people who grow because of you.

CREATES LASTING IMPACT

Multiplication: leaders who develop leaders, long after you leave the room.

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Books by Farshad Asl

The No Excuses Mindset

A life of purpose, passion, and clarity — the foundation of the philosophy.

Daily Dose of Leadership

Short steps from insight to influence, designed to make leadership a daily discipline.

AI Leadership Roadmap

A leadership-first approach to AI adoption that keeps people, judgment, and transformation at the center.

Earlier works

Recruiting Basics 101 and *The No Excuses Mindset: Success Planner*.

Praise for *The No Excuses Mindset*

“...a book you will want to use as a guide...”

Paul Martinelli · President, The John Maxwell Team

“...opened me up to what’s possible personally and professionally.”

Kary Oberbrunner · Author of *Day Job to Dream Job*, *The Deeper Path*, *Your Secret Name*, and *ELIXIR Project*

“Farshad Asl lives this message...”

Scott M. Fay · Vice President, The John Maxwell Team

Also endorsing the book: **Mike Esterday**, CEO, Integrity Solutions, and **Deb Ingino**, CEO, Strength Leader Development.

These endorsements were given for *The No Excuses Mindset* at its publication in 2016, and the titles shown are those held at the time. They are praise for the book — not testimonials about Farshad’s speaking.

Speaking topics

Farshad speaks to organizations, conferences, and leadership communities. Each talk is built to move an audience from inspiration to a decision they can act on the same week.

1 The No Excuses Mindset

Personal responsibility as the foundation of leadership: turning excuses into purpose and disadvantages into advantages, with chapter-end action steps and an exceed-expectations standard audiences can put to work the same week.

2 Leadership Multiplication

Developing leaders who develop leaders: from individual growth to a culture where leaders raise other leaders.

3 Leading Through AI Transformation

Practical AI adoption that keeps people, judgment, and transformation at the center, with a 30-60-90-day roadmap for leading through change.

4 The Leadership Audit

The hard questions leaders must answer about their own leadership: where responsibility, clarity, and daily practice are working, and where they are not.

Interview topics

1. **Getting unstuck** — acceptance, decisiveness, change.
2. **The paradigm shift** — how a No Excuses mindset is formed.
3. **Purpose and passion alignment** — leading a purpose-driven, well-managed life.
4. **From foundation to multiplication** — how one man's \$400 beginning became a mission to develop leaders on multiple continents.

Media credentials

INTERVIEW · PODCAST

Maxwell Leadership Executive Podcast

Guest interview, “A Leader’s AI Roadmap” — episodes #393 (Part 1) and #394 (Part 2), with Chris Goede and Perry Holley.

INTERVIEW · PODCAST

The Transformative Leader Podcast

Guest interview, Ep. 033, “Leadership Without Excuses” (The Ghannad Group).

QUOTED EXPERT COMMENTARY

Forbes

Forbes has quoted Farshad’s insights on leadership, coaching, and the future of work in its expert commentary.

BOOK FARSHAD

Invite Farshad to speak, or request an interview

Submit the inquiry form on the Speaking page at farshadasl.com, or write to farshad@farshadasl.com.

Inquiries are categorized by opportunity type — keynote speaking, interviews, and media — and answered from that inbox.

Photography in this kit: professional headshot and speaking photograph as published at farshadasl.com. Approved biographies, photography downloads, and the Speaking inquiry form are available on the Media and Speaking pages at farshadasl.com.