



ASSOCIATES

Continuing Education · Consulting · Arrangement Training · Coaching

# Empowering Businesses to Thrive.

CONSULTING

COACHING

SPEAKING

EDUCATION

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## Greg Cannon CPC, CFSP, CCO

A sought-after speaker, and educator Greg believes in the power of “thinking outside the box.” With over 45 years of experience in funeral service, Greg is known for his innovative approach and ability to inspire change. As a former funeral home owner and director, he has a proven track record of helping clients turn challenges into opportunities, resulting in increased market share and revenue growth. Now, through establishing AG Associates, Greg continues to make a difference in the industry by sharing his expertise and passion.



## Professional History

- Licensed Funeral Director & Embalmer
- Certified Crematory Operator
- Certified Funeral Service Practitioner
- Certified Preplanning Consultant
- Certified Bereavement Facilitator
- Former Funeral Home & Crematory Owner
- Former Hospice Foundation Board Member
- Former Chamber of Commerce Board Member
- Certified Continuing Education Provider
- Former Coroner
- 45+ Year Funeral Service Veteran



### PASSIONATE SERVICE

Greg is passionate about creativity in the workplace to develop client businesses, solve employee issues, and address bottom-line financial needs.



### INDUSTRY EXPERIENCE

He also has served on the National Policy Board of the National Funeral Directors Association, Executive Board of Georgia Funeral Directors Association, and Selected Independent Funeral Homes Educational Trust Board of Trustees.

Successful businesses thrive on leadership that relies on authority rather than power, inspiring others to willingly follow your vision through personal influence.

**-Greg Cannon**

[WWW.AGASSOCIATES.ORG](http://WWW.AGASSOCIATES.ORG)



### TESTIMONIAL

I have been acquainted with Greg Cannon and AG Associates for several years and have been in attendance of many of his sessions. His seminars are second to none, and always provide superb examples and ideas than can be taken back into the field. The level of interaction and flow of the session makes it one of the most enjoyable that I have attended.

**Everett Huffman**  
Whitfield Funeral Homes



### TESTIMONIAL

I believe everything you explained and discussed was exactly what needs to be taught to everyone coming in to the funeral profession. A culture is built, cultivated and grown through the relationships we build.

**RYAN KELLY**  
McKoon Funeral Home



### TESTIMONIAL

Wonderful Experience! Thank you again for the class. I truly found it very informative and beneficial. I spoke so highly of you that the business owner and his daughter have expressed interest in having you come and inspire the team.

**FELICIA STAAT**

## OUR COURSES

- Lost Telephone Opportunities
- Good Communication
- Arranger Training
- Leadership Training
- Social Media in Funeral Service
- Branding and Marketing for Funeral Service
- Ethics
- Bloodborne Pathogens
- Managing Professional Burnout

## OUR SERVICES

- Continuing Education
- Coaching
- Consulting
- Leadership Training
- Keynote Speaking
- National Board Review / Boot Camp

**Elevating** Funeral-  
Service **Excellence**  
through **Education**  
and **Leadership**