**Why Mike? What are the Differentiators?**

**Making it Relevant, Meaningful and Practical:**

All work is custom tailored to dovetail with each client’s unique needs and to ensure relevance to current business realities. The keynotes and workshops are interactive, upbeat, entertaining, engaging, and most importantly participants are equipped with proven, pragmatic and memorable models, tools and principles that can be applied immediately. The keynotes and workshops incorporate adult-learning principles in order to maximize retention and application of the learning. No fluff, hyperbole, rhetoric or complicated models. The insights are easily understood, relevant and applicable. Organizations and individuals are positioned to yield results immediately.

**CUSTOM TAILORED AGENDAS/CONTENT FOR EACH CLIENT:**

* Whichever topic a client would like for Mike to focus, the content is always tailored around that client’s current and relevant issues, desired outcomes and their unique culture.
* Prior to a client event (not mandatory), Mike will take time to speak with as many client contacts as necessary to learn about the culture, what works well, what can work better, past/current/future business opportunities/challenges, and to gain clarity on what results the client would like to realize as a result of the speech, breakout session or workshop.
* The keynotes speeches and workshops are built around your relevant issues. The models, principles, tools, new ways of thinking and methodologies are presented so that participants can immediately determine how to apply what they learn to become more effective professionally and personally.

**PARTICIPANT MATERIALS & APPLICATION PLANNERS (Not Mandatory):**

* Participants receive custom materials developed for your specific keynote. These materials include the key models, principles and ideas that are presented in your keynote experience.
* The participants also receive an ‘Application Planner’ in which they can develop their plan to immediately apply what they learned. They will hit the ground running.
* Both of these elements help sustain the momentum, increase retention and improve results.

**MIKE’S UNIQUE BACKGROUND AND EXPERTISE:**

* 25 years experience as a practitioner, business executive and developer of content in the areas of Change Leadership, Culture Shaping, Disruption/New World of Work, Organizational and Individual Accountability, Peak Performance, Flawless Execution, Employee Engagement, Branding and Exemplary Leadership.
* Worked alongside world-renowned authorities for 20 years. Including: John Kotter, Stephen Covey, Tom Peters, Jim Kouzes, Steve Farber and Chris McChesney.
* Has held numerous leadership positions in a variety of successful firms.
* Ongoing research in order to ensure all content is cutting edge.
* Mike has worked with organizations around the globe and in virtually every arena, from the tech sector to financial services, manufacturing, health care, hospitality, entertainment, retail, and the US Government.

**THE MANNER IN HOW THE CONTENT IS DELIVERED:**

* Upbeat, engaging, interactive, positive, forward-looking, memorable.
* Fast paced, attention grabbing.
* Fun and humorous – used sparingly and strategically.
* Ability to connect to the head and the heart of participants.
* Filled with moments of self-discovery (Aha moments) and Socratic learning
* Introduce > Experience (stories and case studies) > Teach > Apply
* Pacing – Mike works to the personality of the group.

**HOW THE CONTENT IS DESIGNED:**

* Pragmatic, simple, memorable ideas, models, principles and methodologies that participants can apply immediately to become more effective professionally and personally.
* Whole-Life approach. Participants are able to apply what they learn to both their professional and personal lives. This increases retention, ability and application.
* Relevant to the participant’s current realities (Through the pre-event interviews and discovery). Participants quickly realize how what they are experiencing can help them become more effective professionally and personally.
* Includes all adult-learning principles, story-telling, very short videos, experiential elements, interaction, introspection, and more.

**PRE EVENT OPTIONS:**

* Communication Planning – Ideas to increase interest, generate engagement and set the stage for success
* Video clips relevant to your chosen keynote topic can be provided and sent to participants in advance to stimulate interest.
* Books – Bulk orders can be discounted up to 40%
* Topic Papers – Based upon your chosen keynote topic, short pre-reads can be provided to send to your participants.

**POST EVENT OPTIONS:**

* Deeper Dive – Webinars, Topic Papers, Breakout Sessions, Coaching
* Workshops (Focused on Further Refining and Developing Skills and Competencies)
* Books – Bulk orders can be discounted up to 40%
* Topic Papers – Based upon your chosen keynote topic, short pre-reads can be provided to send to your participants.

**How Our Work Aligns and Why it Matters**

Individuals, teams, departments and organizations must embrace the following in order to thrive and excel in ‘***The Age of Disruption – The New World of Work***.’

We are in a brawl with few rules, where the fast, adaptive, and agile will expunge the slow, over-thinking, and complacent. In the past, change was episodic, transient, and gradual; now, change is constant as business, technology, and society itself continue to evolve at an unprecedented pace that will only accelerate. ***Ideas, speed, talent, distinction and leadership*** are keys to winning in *The Age of Disruption – The New World of Work*.

**Individuals, teams, and organizations** that fail to develop a distinct ‘brand’ and separate themselves from the pack in this New World of Work will find themselves vulnerable, uncomfortable, and at the mercy of other people, events, or the competition. The white waters of change are unnerving for many. But the fact is they will only become more turbulent. For organizations and employees who are unprepared, the future will be devastating.

**For individuals, say hello to the age of self-determination**. The days of 25-35 years with one employer and a gold watch retirement are long gone. The era of ‘entitlement’ is history. Today it is about your ability to effectively answer the 4 questions listed below (Blue Box). **You are CEO of your life, career and destiny**. In this New World of Work, it is about an insatiable appetite to develop distinctive skills and competencies, learning something new every single day, and being able to demonstrate that you bring exceptional value to your team or organization. Complacency, arrogance, ego, lack of urgency and resisting change are the road to ruin.

**What will it take for a team or department** to avoid the possibility of being ‘outsourced’ or eliminated? Staying competitive, streamlined, flexible, and innovative is paramount in the New World of Work. Teams and departments are coming under intense scrutiny. Can the work be done faster, cheaper and better on the outside? Savvy leaders know they must In today's commoditized surplus economy, where customers and employers have more choices than ever, **what will it take to ensure your products and services are scintillating and memorable? As an individual, what are you doing to secure your position in the New World of Work? Distinct or extinct – the choice is yours. Learn how to awaken the whatever it takes attitude,** belief, resolve, perseverance, confidence, determination, drive and creativity to achieve what matters most to you, your team and your organization.

It's about maintaining a competitive edge amidst chaos. It's about achieving success when the stakes are high and ever-changing. Do you know what it will take? Are you ready for the dramatic changes taking place in the ***New World of Work***?

***WHAT WILL IT TAKE TO THRIVE IN THE AGE OF DISRUPTION?***

We believe that ***every individual, team and department*** must acquire and develop new skills and competencies every day in order thrive and excel in the New World of Work. What made us successful in the past will not assure success in the future. ***Complacency and clinging to the status quo are the death-knell to employees, teams, departments and organizations***.

The clients we all serve, and the companies that employ each one of us, have an abundance of choices in today’s commoditized economy. ***Why would they choose you? Why will they stick with you?***

* What are you doing to stand out from the crowd? The competition?
* What makes you distinctive? Memorable? Unique? Different?
* What are you doing to ensure you are viewed as ‘bringing value’ to your employer? To your clients? Why would either be completely loyal to you?
* How are you dramatically unique or different from other options?
* How do you make a significant difference, or create an astonishing overt benefit that other options do not?
* Why should anyone believe you? Show me?