

Keynote presentation

A
Look
at

Where in the World the World is Going

This “future trends” presentation is most typically used to kick off an event. In its ‘basic’ form it touches on all the macro-trends, looks at what is really driving them below the surface, and describes the impact their interaction will have.

It paints a comprehensive backdrop and identifies issues against which all the ensuing discussions can happen.

The breadth of this material allows subsequent speakers to reference the opening session, creating linkages throughout the meeting.

The effect is a more cohesive event.

More focused presentations

While every presentation needs some of the broad perspective to create context, a particular element can be expanded into the core of the presentation to address specific priorities or needs.

A few examples:

Personality is the Brand

- One version of this is targeted for Sales, Marketing, Positioning; another is designed for Leadership and Corporate Culture

Hollywood Days & Cyber Knights

- Corporate Structure, HR Strategy, Recruiting,

The *next* Service Revolution: it started last Tuesday

- Service, Sales, Customer Retention, Innovation

Three Generations; one urgent issue

- Leadership, Succession Planning, Knowledge Management

“Hold Hands and Stay Together” : a New Approach to Networks

- Corporate Strategy, Sales, Market Penetration

Popular breakout topics

The Symbolics of Leadership: Making Values Come Alive

Based on years of research, this program describes what effective leaders are actually *doing*, on a day to day basis, to shape their organizations for future success. This is not theory: it is a blueprint of the specific mechanics that can be applied at almost any level.

The trends presentation describes the future of work; this one goes on to detail how to thrive as an effective leader.

Another option:

This idea has proven popular with numerous association clients, and been used in a variety of ways.

After the opening keynote, Warren will do an exclusive Q & A session for a specific group.

This has been done to add value for sponsors, senior members, the executive, partners, major vendors or customers, or for the ‘companions’ program

There is no additional charge for this option.

Warren is a speaker who is happy to work with you to make sure he delivers the same kind of practical, high-impact presentation at your event that others are raving about.

While Warren will not pretend to be an expert on the details of your business, he will do sufficient research to understand your current situation, and adjust his presentation to deliver information and ideas of particular value to your specific issues.

The *comments* page provides rather compelling evidence of his ability to do this successfully across a wide variety of clients.