

Warren Evans

the 'trends blending' expert

seeing opportunity . . . seizing advantage

What happens when you combine a Mensa mind, with 25 years of in-the-trenches business experience, and focus them on our evolving marketplace and the future of work?

You get Warren Evans'

A Look at *Where in the World the World is Going*

"one of the most comprehensive, and pragmatic, analyses of what's happening being delivered today"

Combining all the major trends with practicality, optimism and humor

"wealth of information and insights"

*President & CEO;
Zurich U.S. Enterprise Risk*

"unique insights; challenging candor; great"

*CEO; MHC of America's
CEO's Conference*

"One of our highest rated speakers ever: out of over 400!"

*American Institute of CPA's;
National Convention*

"genuinely new information . . . one of our highest rated ever"

*Meeting Professionals Int.,
Cdn Council*

"first to score unanimous 10's from two gatherings"

*Academy for Chief Executives;
UK*

"genuinely fresh analysis"

*Sr. VP & Dir.;
National Bank of Canada*



Warren Evans is a trends analyst and strategy consultant. His blue-chip client list runs from American Express through Microsoft, McDonalds to Zurich Insurance, and spans more than a dozen countries on 6 continents. He brings to the platform a unique combination of genuine expertise and powerful delivery. His compelling information, practical ideas, upbeat approach and irreverent sense of humor have won him rave reviews around the world.

All your plans will unfold against a backdrop of the major trends we see swirling around us. Recognizing opportunity, and leapfrogging the competitive pack, depends on understanding what is driving the macro-trends under the surface, and how they will interact with each other to impact your organization.

Economists analyze statistics; demographers do ages; techno-guru's deliver the next 'Oh Wow!' thing. The reality is that these things are not happening in isolation. Evans' work looks at how they are interacting with each other, to deliver fresh analysis and practical insights.

Sample highlights:

Personality *is* the Brand

- How demographics & broadband are changing the realities of branding, and what leaders need to be doing to get ahead of the curve.

Hollywood Days & Cyber Knights

- How psychographics and technology are changing the future of work, and re-shaping the recruiting wars.

The *next* Service Revolution: it started last Tuesday

- How customer intelligence is setting new standards, and what you need to do to seize advantage and drive market share.

Three Generations; one urgent issue

- How the corporate restructurings of the last decade have now created a different, and critical, priority for knowledge management.

Success Tomorrow

- Why 'character counts', 'simplicity gets hot', and 'risk reduction rules'.

"when our CEO buttonholes a speaker for an unscheduled 40 minutes . . . *that* speaker has said something!"
Gold Field Mines; Johannesburg