

Geoff Colvin

Senior Editor-at-Large, Fortune and Bestselling Author

NO NEW NORMAL: LEADING IN CONTINUOUS CHANGE. The pandemic accelerated just about every trend you can think of. Nonstop change has now become the norm, and the world isn't going back. While there is no "new normal," the good news is we aren't doomed to play defense. Geoff Colvin shows audiences how to embrace a world of continuous disruption while building powerful competitive advantages. This uplifting talk shows step-by-step how we can all respond faster to change and even get ahead of it as individuals, teams, and enterprises. Geoff provides actionable takeaways to help leaders face change smarter:

- What the best leaders and companies are doing right now to create the future
- Why confronting reality faster is the key to seizing new opportunities
- Biggest pandemic lessons for business
- Scenario planning: surviving bad times begins with better decisions in good times
- 3 best ways to lead during crisis and disruption
- Creativity and innovation – how to unleash it individually and organizationally

THE NEW ECONOMIC ORDER – RISKS AND OPPORTUNITIES. Global turmoil has roiled an already fragile economic order in ways that are still unfolding. At Fortune, Geoff tells the economic story in terms that focus on the risks and opportunities. Business people already know the numbers – what they might miss is the big picture; the forces driving the trends causing disruptive change in their world and, most importantly, what to do about it. In this presentation, the economy isn't a bunch of statistics; it's a story that Geoff tells engagingly, humorously, and memorably with valuable takeaways because, as he says, "Even in tough times, somebody's going to win, why not you?" Geoff covers:

- Why, even in times like this, it's vital to remain optimistic
- The latest data and trends curated for the audience/industry he's addressing
- A plain-spoken explanation of what's going on now – on Main Street, Wall Street, in Washington, and globally
- How successful companies are winning in this economy

HOW TO CREATE A BUSINESS MODEL BUILT FOR THE FUTURE. Brace yourself: In 2022, 94% of CEOs said their company's business model will have to change in the next three years! More important: The majority of them also feel they aren't making progress fast enough. Business model innovation has become a must-have competence for all companies. That's a problem for those that are unprepared but a huge opportunity for the rest. Geoff Colvin identifies the inescapable forces that are rendering reliable old business models obsolete and shows how companies of any size in any industry can – and must – rise to the challenge. Geoff reveals:

- Inspiring examples of companies transforming their business model and winning
- Key trends driving the need for business model change
- How to just do it: Stop protecting yesterday and start creating the future
- The secrets to becoming a business model innovator
- How to adapt to a friction-free economy and create outsized opportunities
- Why human capital is the most valuable kind and how to make the most of it

THE GOOD-NEWS FUTURE OF WORK. The nature of work changed drastically in the pandemic, but that's only the beginning of what's to come. New technology tools will profoundly alter what we used to call office work. Other technology will transform the 80% of work that isn't done in offices (or at home). Beyond tech, changing social norms and reordered personal priorities will change who does what, where and how. While all this is quite

disruptive, Geoff Colvin says the big picture is a bright one – billions of people worldwide being more productive, more content, and – believe it or not – less stressed. Geoff reveals:

- How forward-thinking leaders are embracing these changes and winning big
- The increasing value of human skills and which will be most valuable
- The enduring power of physical presence at work
- How to win the war for talent which will only get more competitive
- Actionable to-dos to manage the future of work

PANEL MODERATOR, DISCUSSION LEADER, EMCEE/HOST. Geoff Colvin's unique gift is his ability to brilliantly moderate panels, lead onstage interviews, and host/emcee. He's played these roles for more than three decades at Fortune conferences worldwide. Top companies and associations regularly utilize Geoff because he gets the most out of participants; he asks the right questions, listens intently to what's being said on stage, and responds to that. He also connects ideas and insights across sessions, transforming a multi-part program into a satisfying, unified whole. He always keeps the discussion relevant and the energy high.

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