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Transformational Competition: How Great Leaders Turn Uncertainty Into Success. Most of the great businesses have been built in chaotic, uncertain times. This keynote presentation covers the future trends that are changing the world and how competition is changing right along with it. The content is a mix of up-to-date trends about how today's economy is changing, from consumer demographics to retail trends to macroeconomics, as well as compelling case studies from Apple, Nokia, Budweiser and many others. (Most Requested)

The Next Narrative: Branding in a Fast-Changing World. All brands connect with customers through myth and image. If you want your brand to connect with tomorrow's customers, it needs to use tomorrow's, not yesterday's myths. The future of your brand will be in linking to a new narrative in a changing social and economic order - It will not be one size fits all – so get thinking.
