

Mark Thompson

CEO and Co-Founder of Virgin Unite Mentors

Prior to your event, Mark Thompson and his Stanford team will interview your executives to create an exact fit with your theme. As a senior operating executive, chief of staff, board member, and chief customer experience officer at Schwab, Best Buy, Korn Ferry, Virgin, and Apple, Thompson brings a wealth of business acumen to every presentation.

Business Transformation: Drive Change and Create a Culture of Innovation. Disruptive innovation is happening all around us in almost every industry. “Disruptive Innovation” can mean: disrupting your competitors, customer relationships, internal processes, reward systems, management strategy, the status quo and “last century thinking”. But how do you create a culture of innovation that enables a big company to think and act like a small one? Thompson shares insights on world-class companies that struggled with change - some that failed to adjust to meet changing markets and others that reinvented their business models and transformed entire industries with disruptive innovations. Thompson answers several questions that will help you understand how to:

- Enable your teams to not only embrace change, but lead business transformation
- Operationalize innovation while still meeting the demands of Wall Street
- Remove the fear of failure for disruptive ideas
- Create incentive systems that reward those that challenge “business as usual”
- Empower employees at every level to make change happen

Building A Most Admired Brand through Customer and Employee Engagement. Leaders of the world’s Most Admired Companies know that the customer experience *IS* the brand! Customer engagement is not about transactions, it’s about relationships - acting as though you’d put your own money on the line in your customer’s company. If you were investing in your customer’s company, you’d think differently about how you deal with them and fight for their success like it was your own. Thompson brings many examples of how the most admired brands approach customer engagement and set the standard for lasting customer relationships in their industries. These companies understand four key components that lead to lasting customer relationships:

- Every touchpoint that a customer encounters is defining your brand
- Delivering a consistent experience regardless of point of contact or method of communication
- A high level of employee engagement is critical to achieving customer engagement
- Knowing what your MVPs (both customers and employees) value is key

Most Admired Leadership: Nobody Does It Alone! Building Great Teams. Thompson shares insights into the top leadership qualities of the world’s Most Admired Leaders according to the most engaged employees. In a broad survey of over 10,000 employees in 110 countries, Thompson’s research team identified the top eight leadership traits that people want from their leaders. He presents case studies from many of these leaders including his experience working directly with several of them. He outlines how the Most Admired leaders have achieved such enduring success over decades and how they consistently:

- Recruit, build and retain the highest performing teams
- Create a corporate culture that Inspires loyalty and engagement
- Face adversity and bounce back from failures
- Challenge themselves and their teams year after year to outdo themselves and achieve continuous and long-term growth
- Learn what their MVP’s value and what drives them in their lives and work

Fanatic Sales Growth- Success Built to Last; Growing from Good to Great to Admired. In this high-impact keynote, Thompson reveals the critical drivers behind long-term sales growth and enduring success. He lays out the key factors that differentiate companies that are good, those that become great and those that are admired.

- How world-class teams generate unstoppable growth
- Avoiding common mistakes that cut sales in half
- 5 Tools To Double Sales: Positioning-Pain-Promise-Proof-Planning

- The customer service strategies that drive customer retention
- Discovering what your market craves and getting ahead of the curve

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