

## Nicholas Webb

Healthcare Futurist and Innovation Expert

### Global Healthcare Topics:

- **Fixing Healthcare.** Powerful keynote presentation based on Nick's upcoming documentary "Fixing Healthcare" wherein he provides a clear path forward for the sustainable future of healthcare.
- **The Healthcare Mandate.** Based on Nick's upcoming McGraw-Hill book, "The Healthcare Mandate" and three years of research on what organizations within healthcare will need to do to maintain relevancy in a time of massive disruption.
- **The future of healthcare technology.** As a chief innovation officer and an award-winning inventor, Nick lays out the enabling technologies that will represent the future of healthcare. Based on his upcoming book, "The Healthcare Mandate", (McGraw-Hill) available in bookstores worldwide this September.
- **Patient consumerism.** Powerful talk on how healthcare organizations must go beyond Patient Experience Design to develop exceptional consumer experiences that drive relevancy and growth. Based on the research of his number one best-selling book, "What Customers Crave".

### Innovation and the Modern Economy Topics:

- **The new economy.** In this powerful keynote presentation, Nick lays out a practical roadmap for organizations to reinvent themselves in the ever-changing economy. This includes a practical and real-world approach that is truly actionable.
- **The Innovation Mandate.** Based on his number one best-selling book, "The Innovation Mandate," Nick lays out the secrets to driving an innovative organization that results in happy customers, employees, and scalable growth.
- **The future of technology innovation.** As a chief innovation officer and an award-winning inventor, Nick lays out the enabling technologies that will represent the future of organizational growth. He provides stunning case examples of the impact of the three big shifts in the future of enterprise and technology.
- **Reinventing the customer experience.** Powerful talk on organizations' growth and customer experience innovation (CXI) that outlines how customer experience is the front line of enterprise growth and how to win at it. Based on the research of his number one best-selling book, "What Customers Crave".

**Innovation: A Powerful Innovation Talk on Innovation from the Perspective of a Successful Inventor.** Your audience is demanding speakers with the real-world pedigree of having been there. Nicholas Webb is an award-winning inventor with over 45 in US patents to his name. As the CEO of Lassen Scientific, Inc. he draws from his expertise both as an inventor and as an innovation strategist that provides consulting services to some of the top brands in the world. His massive body of research combined with his inspirational stories of how everyone is an innovator will captivate and motivate your audience. His customized talks target the needs, problems and opportunities that are specific to your organization and industry.

Takeaways include:

- The great news about Disruptive Innovation
- Everyone in your organization is an Innovator
- How to Make Innovation Real in your organization
- Surfing the Three Waves of the Future
- Understanding the four Disruption Shifts to drive growth
- The Three Simple Takeaways that drive The Best Organizations in The World

**Healthcare: The Disruptive Future of Healthcare.** Your audience is demanding speakers with the real-world pedigree of having been there. Nicholas Webb is an award-winning medical inventor with over 45 in US patents to his name. Nick's innovations include one of the world's smallest medical implants and one of the first wearable technologies. As the CEO of Lassen Scientific, Inc. he draws from his expertise both as an inventor and as an

innovation strategist that provides consulting services to some of the top healthcare brands in the world. His massive body of research combined with his inspirational stories of how the best organizations across the healthcare market are winning with a wide range of powerful new best practices. His customized talks target the needs, problems and opportunities that are specific to your organization and industry.

Takeaways include:

- Why the Healthcare Market will enjoy Extreme Economic Prosperity throughout the Three Dimensions of the Actionable Future
- Everyone in your organization is an Innovator
- The impact of Mobile Devices on Patient Engagement and Transactions
- The Explosion of new Disruptive Innovations, and why healthcare organizations need to become disruptive innovators
- How to drive a 30% increase in patient growth through a formal Patient Experience (PX) Strategy
- The massive Impact of New Economic Models
- How Connected Technologies on delivering Patient Value
- How to become a “Future Ready Organization”
- Why the healthcare market will enjoy Extreme Economic Prosperity throughout the Three Dimensions of the Actionable Future

**Future Trends: The Three Dimensions of the Future and What to Do About It.** Your audience is demanding speakers with the real-world pedigree of having been there. Nicholas Webb is an award-winning inventor with over 45 in US patents to his name. As the CEO of Lassen Scientific, Inc. he draws from his expertise both as an inventor and as an innovation strategist that provides consulting services to some of the top brands in the world. His massive body of research combined with his inspirational stories of how technology, new economic models and other factors will create an amazing future for everyone. In this customized and inspirational talk Nicholas will take your audience through a journey to the amazing future.

Takeaways include:

- The great news about Disruptive Innovation
- How new technologies will improve our Quality of Life, Health and Connectivity
- How to Make Innovation Real in your organization
- Surfing the Three Waves of the Future
- Understanding the four Disruption Shifts of the future
- The Three Simple Takeaways that drive
- The Best Organizations in The World
- An action plan for the Future Ready Organization

**Marketing: Learn the New Science of Marketing - From the Author of the Number One Best-Selling Book on Marketing What Customers Crave.** World-renowned innovation expert and corporate strategist Nicholas Webb will take your audience on a journey through the new science of marketing mastery. After three years of research Nicholas identified the three success drivers of the best brands and sales organizations in the world. Based on his number one best-selling marketing book, this talk provides a playbook to drive unprecedented sales and profit.

Takeaways include:

- The great news about Disruptive Innovation
- Marketing to the Five Customer Touch Points
- The new science of “Prospect Personification”
- Eliminate Digital Deflection and drive 30% More Revenue
- Understanding the four Disruption Shifts to drive growth
- The Three Simple Takeaways that drive The Best Organizations in The World

**Leadership: The Leadership Mandate - The New Leadership Mandate in a Time of Disruptive Innovation.** Every organization in the world is the subject of massive market disruption. These disruptions include digital disruption, new economic models, consumerization and enabling technologies. Today’s leaders need to understand the landscape of disruptive innovation so they can identify competitive opportunities and threats and lead their organization in a time of hyper-competition. World-renowned enterprise strategist and best-selling author Nicholas Webb, takes the complex components of the future and makes them fun, understandable and most importantly

actionable.

Talk takeaways include:

- The great news about Disruptive Innovation
- The new science of Customer Experience (CX) Design
- The Three Secrets of the Best Leaders in the World
- Leading Multicultural and Multigenerational Teams
- Understanding the four Disruption Shifts to drive growth
- The Three Simple Takeaways that drive The Best Organizations in The World

**Customer Experience: What Customers Crave - How the Best Organizations in the World Drive Customer Loyalty, Revenue and Profit, from Nicholas Webb's Number One Best-Selling Book.** Studies prove that the overwhelming majority of organizations think that they are delivering market leading customer experiences. The truth of the matter however, is that most organizations are losing as much as 30% of revenue by not engineering exceptional customer experiences. World-renowned corporate strategist and number one best-selling author Nicholas Webb, will take your audience on a journey to the best organizations in the world. He will show amazing case examples with real-world takeaways that your organization can deploy on immediately to lead your industry and customer experience mastery.

Takeaways include:

- The great news about Disruptive Innovation
- The new science of Customer Experience (CX) Design
- The Three Secrets of the Best Leaders in the World
- Learn the new science of Customer Personas that drive revenue and loyalty
- Understanding the four Disruption Shifts to drive growth
- The Three Simple Takeaways that drive The Best Organizations in The World

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