

Kevin Coupe

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Redefining “Essential” for a Complex World

Recent events have redefined what "essential" means to shoppers, in terms of products, services and human capital. As the business community and culture look toward the future, MorningNewsBeat "Content Guy" Kevin Coupe offers a provocative look at how the retail industry needs to adjust its priorities and procedures, posing questions that will help businesses navigate treacherous waters that remain uncertain: Has a quest for efficiency gotten in the way of customer-centric effectiveness? Has the business correctly balanced values with value? How are we incubating and nurturing new ideas and innovations? What have recent events revealed about our business that we can use to build a better and more strategic model for the future. Coupe's answers to these questions – and the answers he elicits from his audiences in this highly interactive session – will help managers become leaders and businesses become differentiated and positioned for the future. (Be prepared to participate! This session is not a lecture, but a conversation designed to inspire actionable ideas.)

Reimagining the Store for the “New Normal”

The stores of the past and present almost certainly are not up to the task of serving the consumers of the future – a future that has been existentially changed by the recent events. Kevin Coupe uses his MorningNewsBeat website – which has been chronicling the retail business for almost two decades – to track the day-to-day developments that have affected business. Now, he has crafted an insightful and nuanced shopping list of 12 elements and ideas that can help a retailer see the future more clearly, deal with the present more effectively, and establish innovative and shopper-centric approaches that are rooted in reality and yet dare to challenge traditions and orthodoxies that Coupe believes prevent retailers from differentiating themselves. He starts with one basic premise: "There will be nothing normal about the 'new normal.' In fact, let's not even talk about 'normal.' Rather, let's focus on embracing our new reality."

The Bigger Picture: Business Lessons from the Movies, TV & Popular Culture

Now, more than ever, successful businesses need to have compelling stories that they can share with their customers, employees and business partners. A strong narrative gives a business a backbone upon which to frame its value proposition and differential advantages ... without which, in a time of cutthroat competition, no business can thrive.

In this presentation, based on the soon-to-be published *The Bigger Picture: Business Lessons from the Movies, TV & Popular Culture* (a sequel to the successful *The Big Picture: Essential Lessons from the Movies*), co-authored with Michael Sansolo, Kevin Coupe cites examples ranging from movies such as *The Princess Bride*, *The Post* and *The Big Sick*, plus TV shows ranging from "Downton Abbey" to "Billions," plus the novels of Ace Atkins and Michael Connelly - all to illustrate how to create and tell an effective and create metaphors that can help drive your business forward. Entertaining and engaging, this presentation is designed to change the way people think about the way they approach branding, customer service, and the nature of leadership.