

## Erik Qualman

Top Technology and Motivational Speaker, Futurist, & #1 Best-Selling Author

### **Digital Leadership: *Future Proofing You and Your Organization***

*Leaders this digital decade are made—not born. We don't have a choice on whether we transform, the choice is how well we do it. The key is understanding & never forgetting the powerful harmony between the offline and online. While technology changes every second; human nature never does.*

*Based on profound and practical research, Qualman showcases the 5 Habits that drive success & happiness for employees, partners, and customers. Qualman reveals new techniques including Posting-It-Forward, Being Flawsome™, Socialnomics™, 1 to 10, and other insights that will transform your audience & organization. Learn how to stay a year ahead of your competition but never a year ahead of your market.*

#### **Key Takeaways:**

- The 5 Digital Leadership Habits of leading organizations.
- New methods of innovation.
- Future Proofing top-line and bottom-line growth

*This entertaining, educating, and empowering experience will provide your audience with the tools and knowledge needed today, and tomorrow, to drive quantum growth.*

### **Focus: *How to Focus In An Unfocused World | Big vs. Busy***

*It seems impossible to focus in this unfocused world. Yet, the main difference between winners and losers in this era of quantum change and distraction is ... Focus. Winners are constantly focusing on BIG things versus BUSY things. While it sounds simple, it's not easy.*

*The #1 killer of promising careers, teams, and businesses is a lack of focus. We either try to do too much, get easily distracted, or put our time, treasures, and talent into the wrong buckets. Qualman shares insights from his #1 Bestselling book, *The Focus Project*, providing practical techniques to make focus a daily habit. Learning to focus in this unfocused world is a modern superpower. How and what we focus on today will determine our growth and success tomorrow.*

#### **Key Takeaways:**

- Being the change vs fearing the change
- Making focus a daily habit
- Going Big vs Busy

### **Artificial Intelligence: *Transforming Your Future...Today***

*We don't have a choice on whether we digitally transform via AI. The choice is how well we do it. As a leading futurist, professor, and author, Erik Qualman is at the forefront of the AI revolution and the impact it's having across all sectors.*

*The key is not only leveraging AI, social media, IoT, mobile, AI, and Blockchain, but more importantly, understanding how they work together to drive successful outcomes like winning customers, employee retention, and beyond. In short, it's about getting to artificial relevance.*

#### **Key Takeaways:**

- Using AI to make your organization more efficient and human
- Overcoming the challenges these new technologies present including successfully navigating ethical implications, job adjustments, algorithmic bias, employee retention, privacy, security, and more

- Striking the right balance between AI and Eye-to-Eye (Jetsons + Flintstones)

*This session will give you timeless tips on how to stay ahead today and tomorrow.*

**Innovation by Design: Being The Disruptor vs The Disrupted**

*To ensure you are the disruptor versus the disrupted, you must understand societal shifts and instill a culture of creativity around them. This session looks at key future trends and their impact on your organization. Qualman provides the roadmap for your organization's continual transformation by fostering a culture of daily innovation. After all, most innovation is evolutionary versus revolutionary. Leap over the competition by landing on a foundation of progressive and practical innovation principles. Future forward.*

*Erik's supporting books: Digital Leader, Socialnomics, What Happens in Vegas Stays on Youtube*

**Socialnomics: Winning Customers' Hearts + Minds at Scale**

*Based on his #1 Bestseller, Qualman dives into the powerful concept of Socialnomics. Word of Mouth is on digital steroids and has transformed into World-of-Mouth. Organizations must learn the new rules of social, mobile, and beyond or they will miss this once-in-a-generation opportunity to earn customers' loyalty and drive long-term success. Socialnomics is the key to winning customers' hearts, minds, and wallets.*

*Erik's supporting books: Socialnomics, Digital Leader, How to Sell on LinkedIn*

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