

## Grant Leboff

Thought Leader on Business & Communications Strategy

How the Digital Age is Affecting Business Today & Into the Future. This presentation addresses the steps business leaders should be taking in order to meet the demands of the digital age. It introduces them to both a way of thinking, and new strategies, to enable organisations to survive and thrive. It is full of relevant examples of how companies are adapting to the new paradigms which are emerging.

Marketing Strategy. The strategic thinking businesses need to understand in order to have an effective marketing and communications strategy. When covering this topic I always take into account the very latest developments in software, technology and overall trends. Therefore, it is always an extremely fresh and cutting edge view that people receive.

How Business Communications and Marketing Are Changing In A Digital Age. Taking into consideration all the latest technological developments I explain how the changing world around us impacts on delivering effective marketing and communications. This is always the latest cutting edge thinking in the industry.

Social Media Strategy. The strategic thinking and steps behind creating a superb Social Media strategy.

Digital Strategy. The strategic thinking necessary to create a brilliant digital strategy for your business.

How Sales Has Changed In A Digital World. How the world wide web and digital technology has changed the customer journey, and the way businesses need to change their sales strategies in order to remain effective in this area.

Sales Strategy. The strategic thinking and steps a business needs to take in order to have a sales strategy that delivers results in the digital age.

The Communication Revolution. Explains and puts into context the communication revolution through which we are all living. How this changes the way businesses must operate in order to stay competitive.

Content Marketing. The strategic thinking and steps necessary to create a great content marketing strategy.

Mobile Marketing. The strategic thinking and steps necessary to use mobile marketing effectively.

Business Strategy/Communications Strategy. How companies and organisations put together effective Business and Communications strategies in a digital age.

How Technology is Changing the World of Business Communications.

Technology's Impact on Marketing.

How Technology is Changing the World of Sales.

Digital Selling. How to use technology, social media and the web to generate leads and sell more.