

## Donald Strickland

Disruptive Digital Visionary and Former Apple and Kodak Executive

**How to Build a Really Great Company: Choose culture, strategy or innovation - and get it right!** Kodak was a really great company for over 100 years and went bankrupt. Apple was on the verge of bankruptcy in 1997 and is now a really great company. WHY? Don Strickland, former executive of both companies and successful entrepreneur, gives an insider's answer to this important and intriguing question. Drawing upon his personal experience he shares his unique insider's perspective into how each company approached strategy, culture and innovation. This fascinating tale of two companies told "from the inside" provides surprising and novel insights into what it takes to build a really great company.

**The Exponential Business Model: The new generation of business model is all about change, and lots of it!** The pace of change has been accelerating for all industries, from agriculture to automobiles to aerospace. As a result, companies must adapt to a new, exponentially changing world by implementing an equally exponential business model. Don Strickland, former Apple executive and serial entrepreneur, has a history of developing and implementing exponential business models, including the "Software as a Service" and Web 2.0 business models. As President of Strickland & Associates he has helped over a hundred companies build business models based on change to capitalize on the major opportunities being presented by disruption. With this presentation, he presents five key elements of the exponential business model, along with a process for how companies can craft their own tailored business models for the current age of digital and technological transformation.

**Leadership 3.0: Creating Values, Trust and Teamwork.** The business environment has become more turbulent and at the same time more complex. The most important change, however, is the explosive diversity of a company's employees. The result is that companies who rely on traditional organizational structures, management practices, and decision making processes cannot keep up with the fast pace of change. Companies that thrive in an exponentially changing world of explosive diversity have learned that success comes from a strong set of shared values, a trusting work environment, and highly effective teams. This type of teamwork doesn't happen naturally but requires a new style of leadership that goes far beyond getting people to follow a leader. "Leadership 3.0" is all about getting people to follow each other. Based on his own leadership experiences and over 100 interviews with other successful executives, Don shares his views on the four critical success factors of Leadership 3.0 and the two leadership traps you must avoid.