

David Nour

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Return On Impact—How Will You Lead Differently Based on David Nour's most recent book, *Return on Impact—Leadership Strategies for the Age of Connected Relationships*, this session focuses on how disruptive technologies such as social and mobile have helped swing the power pendulum to members and customers while many industries and organizations continue to get eliminated. *Return on Impact* isn't about Facebook, Twitter, or YouTube. It's about socially enabling the organization to listen louder and think faster, so it can respond in real-time to changing market dynamics while also adapting new revenue models, reinventing itself, and growing its bottom line, top talent, and deep relationships.

Relationship Economics—The Art & Science Of Relationships David Nour's most acclaimed keynote based on the best-selling book, *Relationship Economics® Updated & Revised*, has been delivered to over 500 corporate, association, and academic forums, to date. This dynamic session focuses on the quantifiable value of business relationships and a systematic process to identify, build, nurture, and leverage personal, functional, and strategic relationships. This session offers exceptional value to most audiences are the battle-tested best practices in bridging relationship creation with relationship capitalization.

Adaptive Innovation—Adaptable Business Models For Changing Market Demands How do you create greater market value than your competitors? How do you help your channel partners differentiate your products or services? Simple—disrupt your value chain! Adaptive innovation, by definition, is destructive in its character, open to a broad base of business models, and must be driven by high-performing teams, focused on maximizing the current and future capabilities of their respective organizations. In order to create sustainable competitive advantage, companies must develop a relationship-centric culture with the courage to fail and learn from those failures. Audience members leave this session with the game plan they need to think and lead differently in a way that moves business forward.

#NewNorm—8 Strategies To Elevate Yourself Above The Market Noise When an estimated 75% of your target market doesn't believe your advertising and marketing, how do you get their attention, influence their thinking, and issue a call-to-action? This session is focused on eight strategies to elevate your brand, team, or efforts above the market noise. From becoming an object of interest to provoking your relationships and gaining conceptual agreement on objectives, measures, and value (OMV), the content is practical, pragmatic, and applicable to a multitude of roles and desired outcomes.

Enterprise Evangelism—The Economic Value Of Exceptional Experiences, Every Time

Exceptional experiences: We all know it when we have one, and seldom return to places where we don't. Beyond customer service, exceptional relationship experiences have become the expected norm by members, customers, patients, and employees. What will the same consumers ho stay at brand-name hotels, purchase personally-delivered cars and otherwise favor high-touch, high-care shopping, on or off-line, expect from their experiences with your brand? Join us for this fascinating view of the Customer Experience Journey.

Sharing Economy—The Disruptive Nature Of Collaborative Consumption What do Airbnb, Lending Club, and City CarShare have in common? They're examples of disruptive innovation in peer-to-peer business models, empowered by real-time insights, highly personalized sharing, global distribution, and reuse of excess capacity in goods and services. All fundamentally increase the value of those goods and services for individuals, businesses, and communities based on a set of attributes including extreme trust, transparency, economic empowerment, creative expression, authenticity, community resilience, and human connection. Will your industry be next? And what will you do about it?

THE CO-CREATE EFFECT—How To Listen Louder & Use The Power Of Strategic

Relationships For Business Success Strategic relationships are any company's single biggest off-balance-sheet asset. Do you know how to leverage them? For the first time ever, audiences will get a sneak peak at the model David Nour has spent two decades building to equip leaders to master the quantifiable value of business relationships. Based on his highly anticipated 2017 release, *CO-CREATE: Listen Louder and Use the Power of Strategic Relationships for Business Success* (St. Martin's Press), this keynote draws on examples of companies who have mastered The Co-Create Effect, including Warby Parker in retail and Stripe in payments, as well as industry veterans such as IBM, Toyota, and L'Oreal, to show how to discover the hidden asset that allows you to shift perspective and create market PULL or gravity, elevating yourself above your competitive peers.

Presentation Delivery Options: Keynote — 60 minutes in duration including copies of David's books for each attendee Keynote + Breakout Session(s) — Above option expanded to 2-3 hour mini-workshop, further helping the attendees internalize the key messages Keynote, Breakout(s), and Follow Through Webinars — Above option plus a series of follow through webinars to both reinforce the key messages as well as take practical, pragmatic advice back to the field Facilitated Interview / Panel Roundtable — Poignant, well-prepared yet naturally-delivered professionally-facilitated interview of senior executives, customer, or partner panels with key messages as bookends of the discussions.