LAI Leading Authorities, Inc.

Mike Allen

Co-founder and Executive Editor of Axios, Former POLITICO Chief White House Correspondent

Axios Briefings on Today's Issues. Connect with your members, customers, or board in real-time and interact with some of today's foremost experts. If you're looking to relay the most up-to-date information to an audience, *Axios* co-founders Jim VandeHei and Mike Allen deliver compelling briefings on the current political climate and the ever-evolving world of work. Choose one of the following sessions: **Political Briefing with Jim and Mike**: A behind-the-scenes analysis of what's going on in Washington and the important issues shaping our world. **"War for Attention" Briefing with Jim and Mike**: Strategies to communicate your culture, mission, and other key messages — internally and externally — in the social, mobile, disruptive age.

Smart Brevity: The Power of Saying More with Less. One of the key components to Axios quickly becoming a powerhouse media company is "Smart Brevity," the transformative approach for punching through the noise to get people to pay attention to what matters most in your message. In this talk, Axios co-founder Mike Allen shares powerful communications lessons from his decades of experience in media, business, and communications, while providing the essential outline for how Smart Brevity can be implemented into any message in a concise and visual format to elevate its impact.

Hear it First: Political Issues of the Day. With an eye on the latest breaking news, Mike Allen shares fascinating, non-partisan, behind-the-scenes analysis of what's going on in Washington. What issues will confront both parties as a result of the most recent election? What impact has the current administration had on the business community, and how will it continue to influence markets and organizations? How well does the President navigate the daily changing landscape — around the world and at home? With high-energy, candor, and humorous anecdotes, Allen evaluates the current political landscape with his signature style for those who need to be 'in-the-know' about politics.

Winning the War for Attention. In an age of communications chaos, Mike Allen — co-founder first of *POLITICO*, and now *Axios* — has tales and tips from their success in creating and scaling two disruptive businesses in this hyper-competitive environment. Fascinating insider stories from interviewing President Trump, Elon Musk, Tim Cook, and many more. Real-world ideas for engaging millennials, building modern business cultures, and cutting through the social media noise. Unpack the keys to developing and articulating an organization's higher purpose, and show how crystal-clear one-to-many communication can improve recruiting, retention, morale — and the bottom line.

Fake News, Social Media Madness, and the Mobile Revolution. How people consume and disseminate information is changing at an unfathomably quick pace — disrupting business, politics, the economy and culture. Understanding these trends is essential to navigating life, growth, and

innovation. Mike Allen and Jim VandeHei, two media entrepreneurs, bring frontline expertise in understanding and mastering the new media ecosystem. *Vanity Fair* called them two of the most powerful thinkers in the Information Age, after creating *POLITICO* and now starting *Axios*, a media company specializing in political, business and tech trends. They provide vital insights into traditional, digital, and social media and offer invaluable lessons for rethinking how you communicate and win in the new media world.

Building a Business in an Uncertain Environment. When *POLITICO* was formed in 2006, it focused on creating a new and better way for readers to digest their daily news. While many saw publishing as a risky, dying industry, Allen saw opportunity. Aiming to “drive the conversation” (rather than simply reporting the news), he disrupted the industry with a little bit of innovation and a fresh idea. He combined his unique perspective with a smart use of technology to reach the nation’s top decision-makers and political influencers, and as a result grew the publication into the powerhouse it is today and became a staple in the Washington political scene. Allen then did this once again when launching disruptive media company *Axios* — specializing in high-quality news easily shared among the country’s influential readers across social platforms. In presentations, he blends his signature *Playbook* and *Axios* “smart brevity” reporting style with his high energy and humor to share what leaders need to know about building a business in a challenging market and economy.