

Dustin Garis

Brand Innovator, Customer Experience, Pioneer Formerly Chief Troublemaker at Procter & Gamble, Coca-Cola and AMEX

The Next Frontier Of Brand Innovation Every organization must continuously transform itself to capitalize on the changing world around it. When faced with the challenge of disrupting the world's largest marketing company (P&G), Dustin Garis integrated lessons from his global expeditions that spanned 40 countries, thousands of consumers, and thought-leaders from the most innovative Fortune 500's and entrepreneurial ventures. What he uncovered is a brand revolution that focuses on life-enriching experiences. Coined "LifeProfit," this creates the single most desired brand engagements by consumers, and it's the engine behind innovative work forces. He inspires audiences with a customizable talk that takes you on a fascinating journey, transforming the way you approach your brand... and your life. **Key Takeaways:** Energizing the organization around a transformative vision for the future. Case studies from the world's most innovative brands at the forefront of the experience revolution. Practical strategies for enabling your consumers and employees to "live your brand." A blueprint for accelerating your brand's innovation for business breakthroughs and social impact. The meaning of life, or at least the importance of humanizing your brand, from the inside out.

Specialized Keynotes *Sales/Marketing: The Experience Economy Revolution.*

As the Chinese proverb states, "Hearing something a thousand times is less impactful than experiencing it once." Why then do we spend the bulk of our focus on brand messages instead of brand experiences? There's a shift taking place — leadership brands (from Coke to Mr. Clean) have stopped talking about their brand, to now focus on experiences that get people to live their brand. This represents the single largest white-space opportunity for brands to grow: real life. Taking your brand off the shelf and out of media, to authentically enrich people's life experiences, generates the highest level of loyalty, advocacy, and sales (with a game-changing 95% lift). **Innovation/Culture: Human Innovation.**

Considering that "over 95% of consumers and employees are human," how could our approach to innovation be more human? From his years helping global megabrands act like entrepreneurial startups, brand humanist Dustin Garis proved that the greatest opportunity for brands is not just innovating on products and marketing, but rather innovating on the full human experience. In this talk, Dustin Garis shares mind-bending principles for reinventing the organization from the inside out, creating a culture of creativity/agility and unconventional approaches to human understanding, for breakthrough market impact. **Change Leadership: Be A Troublemaker.**

Changing the world begins with changing the way people experience the world, both customers and employees. But this isn't easy — it takes change leadership. Those willing to be a troublemaker, a changemaker who can stretch the organizational comfort zone to try new things. In this talk, Dustin

Garis shares the unexpected best practices of corporate troublemakers behind breakthrough market innovations (from Virgin to Southwest Airlines). They don't just adapt to changes, they lead the change. This applies to c-suite executives and frontline managers who live innovation, embodying these traits in everything they do. Troublemakers like these have been behind all great human advancement in history. **Digital/Media/Retail: The Future Of Digital.**

"You are more likely to summit Mt. Everest than intentionally click a banner ad." Now that the world has gone digital, it's time to get offline. In our blind rush to prove our tech savvy, we've lost sight of our true brand purpose. It's time we look beyond the noise of shiny new gadgetry, to focus on the key drivers of market disruption, which are rooted in fundamental human behaviors. We now have the clarity and capability to leverage digital media as a gateway (a means vs. an end) to true brand engagement and customer experience. Brands from The North Face to Zappos have discovered that in this age of authenticity, "virtual" will always be secondary to "reality." **Futurist/Trends: The Millennial Movement.**

"80% of Millennials prefer experiences over stuff." This is the most powerful, yet untapped, human insight that is driving the marketplace. It can be seen in how the Millennial social movement is changing the traditional model of consumption, employment, and lifestyle. This experience-first generation presents a challenge to brands, with implications across all functions (marketing, product design, hiring, etc), but also an extraordinary opportunity if they can understand the dynamics of this movement and how to fuel it. In this talk, Dustin Garis teaches brands and retailers "how to fish" for hidden insights, and offers a futurist look at the trends (and countertrends) of Millennial-first brands like GoPro and AirBnb that are changing the world of business... and the world.

Speaking Themes Innovation & Transformation | Sales & Marketing | Experience Economy | Future Trends & Insights | Digital Disruption | Change Leadership | Millennials | Customer Experience & Retail | Inspiration & Motivation | Culture & Creativity

Industries Served Financial Services | Food & Beverage | Travel & Hospitality | Retail & Services | Health & Wellness | Technology & Media | Industry Associations | CPG & Durables