Scott Stratten

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UnLeadership: Leading for Tomorrow, Today In an era of constant disruption, effective leadership means being adaptable, empathetic, and forward-thinking. The leaders of today and tomorrow have the opportunity to thrive like never before, but success requires a shift in mindset. In this keynote, Scott Stratten delivers a powerful, no-nonsense take on modern leadership, blending humor, storytelling, and real-world strategies to help leaders navigate change, build stronger teams, and create workplaces where people actually want to be.

UnMarketing: Everything Has Changed and Nothing is Different The marketing landscape has evolved at lightning speed—yet the core principles of business success remain unchanged. While traditional tactics have become outdated and ineffective, the ability to build authentic relationships and stay top-of-mind with your audience has never been more critical. The challenge? Many businesses struggle to navigate the overwhelming tools of today. In this entertaining, insightful, and no-nonsense keynote, Scott Stratten breaks down what truly works in modern marketing. Audiences will learn how to cut through the noise, build real connections, and position themselves as the go-to choice when customers are ready to buy. Packed with humor, storytelling, and actionable strategies, this session will leave attendees with a fresh perspective on marketing and the confidence to engage their audience like never before.

UnSelling: The New Customer Experience Based on the “800-CEO READ: Sales Book Of The Year” this keynote is about the big picture: creating repeat customers, not one-time buyers. Your audience will learn how to create loyal clients that refer others and how to become their go-to company before they even need you. In this highly energetic and engaging talk, audiences will learn a new way of thinking about business that will completely change the way you sell. It’s time to separate from the pack of noise. It’s time to UnSell.

UnBranding: Loyalty in the Age of Disruption We’re in the age of disruption. Today’s business climate is changing at an unprecedented rate. Every week, there seems to be a new strategy, platform, or technology that is a “must use” or a “game-changer”. In this endless quest for the next bright, shiny thing, we lose sight of the fundamentals—trust, connection, consistency, and service. In this eye-opening keynote, Scott Stratten cuts through the noise, exposing what’s real and what’s just a distraction.