



MIKE WALSH

THE 21ST CENTURY BUSINESS DESIGNER



WHO IS MIKE WALSH?

- Mike Walsh is a futurist and global strategist who helps business leaders and Fortune 500 companies thrive in this era of disruptive technological change.
- In his keynote, Mike addresses how to design a company for the 21st century while sharing examples of innovators who have already taken some interesting steps toward what the future of business might look like.
- A global nomad, he travels more than 300 days a year interviewing innovators, entrepreneurs and corporate revolutionaries.
- The CEO of Tomorrow, a global consultancy on designing business for the 21st century, Mike brings a strong research background to personalizing his keynotes for clients.
- Mike is a board member and strategic investor in the North Alliance, Scandinavia's leading digital marketing group.
- He is the author of the best-selling book FUTURETAINMENT, published by Phaidon and winner of the design award by the Art Director's Club in New York.
- He is a prolific writer and commentator who is featured in international publications including BusinessWeek, Forbes and the Wall Street Journal.
- Mike was the main stage keynote speaker at the 2014 Professional Convention Management Association, the Million Dollar Round Table Annual Meeting and InfoComm 2014, three of the most prestigious events on the global speaking circuit.



SPEAKING TOPICS



Designing Your Business for the 21st Century

The companies that thrive in the near future will be the ones that not only embrace change—they are also the first ones to break the rules. If you could start with a clean sheet of paper, how would you design your company? Should your youngest staff member be making coffee or running your R&D team? Is Big Data something for your IT department to worry about, or a weapon to be wielded by your management team? Do you ban social networks or use them to collaborate more effectively?

Most companies are simply not designed to survive. They become successful on the basis of one big idea or breakthrough product. That early success then becomes a rigid code, and as customer habits and markets change, many fail to see that everything that made them successful is exactly what will destroy them later.

The Seven Strategic Priorities for 21st Century Business Design

Smart leaders realize the future of their company depends on business design decisions that must be made today. In his ongoing research on the world's most innovative companies, Mike has categorized those decisions into seven strategic priorities:



PEOPLE

Engaging the next generation of customers and co-workers



INNOVATION

Exploring new frameworks for disruptive thinking



MARKETING

Figuring out the new marketing model



GLOBAL

Building your business to world scale



CULTURE

Identifying the parts of your culture that work



LEADERSHIP

Becoming a data-driven leader



TECHNOLOGY

Re-imagining the role of IT in the enterprise

When you engage Mike as your keynote speaker, he will work with you to select the strategic priorities most relevant to your future roadmap. Then, during his research phase, he will conduct in-depth interviews with your team, clients or top performers in your industry to identify specific case studies that will resonate with your audience.

Based on interviews with you and your selection of strategic priorities, Mike will cover a range of thought-provoking issues, including:

- How your future customers will think, talk and transact
- Lessons on disruptive innovation from fast-growing, emerging markets
- How to leverage enterprise social networks to solve real business problems
- What it takes to recruit, retain and motivate tomorrow's employees
- How to apply speed, agility and the new lean IT mindset to your technology teams
- Hacking your corporate culture to transform employee engagement
- Why the multicultural web of tomorrow will be different from the one we use today
- Identifying the critical data pivots in your business, the real-time numbers no leader can afford to ignore

WORKING WITH MIKE

Mike has delivered close to 1,000 keynote speeches around the world to companies in almost every industry. With a background in research and strategic consulting, Mike first leads his clients through a pre-event research process, designed to pinpoint the most relevant issues impacting their business and the strategies with the best chance of delivering meaningful change.

Once the research is complete, Mike will have everything he needs to deliver a high-energy, thought-provoking keynote that provides relevant solutions for your audience and sets the tone for your entire event.



WHAT AUDIENCES SAY



"Very insightful and full of powerful content. I really found your 'next actions' a very useful tool for turning ideas into a concrete follow up to drive change."

- David Velazquez, VP Operations China, Mercedes Benz Financial Services

"Loved the presentation and gained a greater understanding of the need for us to move forward quickly to engage our people and our customers. Some amazing 'a-ha' moments for me."

- Nikki Franz, Training Manager SA/NT, Commonwealth Bank of Australia

"Impressed with the level of research you did to speak to the audience rather than deliver a generic message. Probably the one session that I will share and use because it gives a structure to driving innovation and thinking strategically."

- Elaine Legault, Director of Production Services, Montreal Convention Centre

"Amazing! Mike made me think about how we can look at service to our business differently. I just emailed our CIO with some ideas and he got right back to me and said 'DO IT!'"

- Michele Gough, Director of IT Service Management, AmerisourceBergen

"Very insightful. Loved the discussion of the future of mobile, integration of social media and the need to identify how to best use the telemetry from this to drive sales and customer satisfaction."

- Joseph Dizeo, National Account Manager, Verizon Wireless

Visit www.mike-walsh.com/book-mike to request more information.