

Presentations Menu

Creativity, Culture, Social Media / AI, and most of all Branding—

these are the categories that I specialize in, and speak about throughout the United States—and abroad.

Here's a menu of the latest presentations from my creative kitchen. Each is scalable (keynotes from 30 minutes to 1.5 hours / workshops from half- to full-day), field-tested for freshness, and ready to go whenever (and wherever) your audience is meeting. **The only question? *How would you like it cooked & customized for your audience?***

SOCIAL MEDIA / AI

**NEW for
2023-24**

Are You a Bot—or Not?

Personal Branding in the Age of AI

The Age of AI is here, and I, for one, welcome our artificially intelligent overlords—with one critical caveat: it's got to work for me, force multiplying my efforts *without* messing with that which makes me inherently human. **Is that even possible?**

Why yes, it is. This fascinating, and believe it or not, FUN presentation gives participants immediately actionable ways to stop worrying and love the AI for what's it's really worth: making your message go farther, faster, easier, and **everywhere**.

LEADERSHIP

**NEW for
2023-24**

Barring the Creative Barn Door *before* they bolt.

Leading Creatives so they don't leave.

The only thing harder than identifying and onboarding capital "C" Creative talent is keeping them long-term. And there are a lot of good reasons why such Creatives leave, most of them having to do with the way you lead them. How can you retain such valued—and valuable—team members in an age where creativity is critical? If you want to keep your Creative thoroughbreds in the stable longer, this presentation is for you.

BRANDING

BRAND vs. COMMODITY.

If you're not the one, you're the other.

Commodities are bought for the lowest price possible. **But brands? They are purchased at a premium.** Is there such a thing as a premium commodity? Why yes, there is, and this example-filled talk proves it, and shares a ton of ideas on how branding your 'completely true / completely you' value and communicating it to the world can work for you.

Tell Your BIG story small.

Using Hollywood's power technique to attract, engage and convert.

Every good screenwriter knows this; if you want to tell a BIG story, tell it small. What's that actually mean? That's what this presentation details, complete with a bunch of real-world examples, and immediately actionable techniques, tips, and tricks. **Want to be the star of your 'completely true / completely you' story?** This presentation lays out exactly how you can be.

SELL THE TRUTH.

Discovering, crafting and communicating the authentic brand you already are.

Truth is, whether you're an individual or a small business, you're a brand. But are you using all the time-tested tools out there to get full credit for who you are, what you do, and how you do it? This engaging, convincing and inspirational talk can be the start of making sure you do.

CREATIVITY

Creativity on Cue

Power Tools for anyone who needs to be capital 'C' Creative NOW!

If you're waiting for inspiration to show up, it might take a while. This presentation focuses on a set of proven creativity producing tools, tricks, and techniques for whenever you're staring at a blank page AND a deadline that just won't wait for your muse to show up for work.

BRANDING / CULTURE

Culture Chicken / Brand Egg.

Which comes first?

You know you need both, but which comes first? The quick answer? Either. But as this entertaining, informational and actionable presentation lays out, the first step is to understand how these critical components of business intersect and interact. By the end of this fast, fun and fascinating talk, you'll know the only 100% correct answer is: **BOTH**.