

# READY Thinking: Keynote Presentation

## 5 Principles for Action in Times of Uncertainty

READY Thinking offers an ideal kickoff or finale to your event. Content is appropriate and applicable for employee engagement sessions, sales conferences, client events, association meetings or trade group conferences. The content is designed to motivate, enlighten and set people on the course to becoming READY Thinkers by using John's innovative and practical five principles.



### Outcomes:

Audience members will do more than just learn skills. They will leave with the ability to immediately adopt READY Thinking principles into their work and their personal lives resulting in energized participants who can:

- Quickly confront and move through potentially crisis-producing change and transcend limits and prior levels of performance
- Gain the courage to take risks when faced with uncertainty and win more often against tough competition
- Heighten client loyalty and long-term value by driving READY Thinking principles throughout an entire organization breaking down well-established and institutionalized silos.

Length: 45 - 70 minutes

Group Size: 50 and above

## Keynote Experience Plus Workshop

Enhance the impact of your keynote experience by combining it with a remarkable follow on, half-day workshop conducted personally by John. Bring your leadership team, key clients and/or high producers further into the five principles with interactive exercises and more robust dialog. A fantastic way to launch a new strategy, generate a cohesive team, or celebrate a successful year! These sessions have limited availability, so book John today!

Length: 3 Hours

Group Size: 100 maximum

John tailors his keynote presentation to the audience needs and event focus. In addition, clients can choose one of the three areas of concentration, adding 15-30 minutes to the keynote address. Each added concentration is seamlessly embedded within the READY Thinking keynote and focuses John's five principles more specifically on a key leadership dynamic.

His keynote presentation can include any one of the following concentrations of content:

### Concentrations

- Innovation
- Accountability
- Client Service

## READY Thinking Training Program

Additionally, a READY Thinking Training Program is available as a multi-media curriculum that takes the five principles into deeper levels and applications. This program is designed to be delivered by in-house presenters or independent training professionals.

Further information on each of these programs is detailed on the next page.

## READY Thinking Concentrations

John frequently is asked to concentrate his comments on certain aspects of leadership and change. As a part of every engagement, John spends time to fully understand his audience, coordinate specific themes of the conference, and prepare to address conference attendees on current trend issues. In addition to working in this manner with every client prior to his presentation, John has created three READY Thinking concentrations that allow him to bring core READY Thinking principles to bear on key business challenges.

Each concentration is seamlessly embedded within the READY Thinking keynote and focuses John's five principles more specifically on a key leadership dynamic.

Length: Only one concentration may be added to John's presentation and adds 15-30 minutes to his keynote address.

### Innovation Concentration

The best change is self administered – and it is called innovation. In addition to discussing his five principles of READY Thinking, John uses a set of six questions that generate passion and facilitate peak performance. Questions that address the discipline of self-initiated change and the extraordinary growth that results from it.

This concentration is perfect for those audiences seeking to recognize high sales performers and provide strategies to achieve even higher levels of productivity and production.

### Accountability Concentration

In addition to the five principles of READY Thinking, John explores the four conditions of accountability and introduces both optimum behaviors and their opposites. This popular concentration uses the READY Thinking Accountability Matrix to provide learning in both a fun and accessible manner.

This concentration is perfect for those audiences seeking a fresh message on accountability that can be immediately applied both at work and in one's personal life.

### Client Service Concentration

In addition to the five principles of READY Thinking, John demonstrates how to bring clients through change in such a way to drive client loyalty despite uncertainty or upheaval. John introduces his proven strategies of service team design that makes READY Thinkers out of everyone in the service chain.

This concentration is perfect for groups looking to drive a new, powerful service message throughout their organization.

### READY Thinking Training Program™

While training at any level or within any team is necessary and valuable, in order for an organization to culturally change, it must universally adopt a way of thinking and apply new language throughout the organization. Too often training can be hit or miss – some groups get one type of training and another group gets something else. The lack of consistency is felt by employees and clients.

The READY Thinking Training Program is a multi-media curriculum that takes the five principles into deeper levels and applications. It is designed to be delivered by in-house presenters or independent training professionals. The READY Thinking Training Program ensures that key themes and techniques cascade across and down into your organization.

For more information on the READY Thinking keynote and programs and to learn how to make your entire organization READY-Made Certified, contact John today:

**612.227.9126** [www.readythinking.com](http://www.readythinking.com)