



Scott Steinberg

World's leading business strategist, futurist and trends expert

Hailed as The Master of Innovation by Fortune magazine, and World's Leading Business Strategist, award-winning strategic consultant, trends expert, and professional speaker Scott Steinberg is a bestselling expert on leadership, change + innovation. A go-to resource for C-level leaders, he has served as a source of thought leadership, insight, and consulting for over 1000 leading brands, and advised on household-name products found in 100+ million homes.

Scott's biography

About Scott Steinberg

One of America's top futurists (per the BBC); the author of *Make Change Work For You and Millennial Marketing*; and among today's top [business strategy](#) + leadership training providers, the Fortune 500 calls him a "defining figure in business + technology" and "top trendsetter to follow."

A strategic adviser to CEOs and four-star generals, firms like IBM, PwC, and the US Dept. of Defense regularly seek his insight. As the CEO of BIZDEV: The International Association for Business Development and Strategic Partnerships, and management consulting + market research firm FutureProof Strategies, he helps partners stay one step ahead of emerging trends – and drive growth around them.

One of the world's 150 most influential keynote speakers + futurists, and today's #1 generations expert and technology expert (per Google), he offers breakouts, workshops, and speeches at meetings/events, and has consulted on dozens of industry-leading solutions. A noted content strategy, [social media](#) + communications expert, his eye for business analysis has also led to work as an insider for 600+ media outlets from CNN to The Today Show. From Dell to MTV, he's worked with many top brands to drive success. An expert witness + board member who advises C-level leaders, attorneys + investors, he also offers sales and media training, and hosts many executive summits.

Scott is the bestselling author of 20 books on leadership, innovation, [technology](#) and [marketing](#). His recent book *Think Like A Futurist 2022: The Next Normal* is jam-packed with expert tools and tips for spotting emerging trends and adapting to change + disruption, *Think Like a Futurist 2022: The Next*

Normal not only explains how anyone can learn to thrive in an age of constant disruption. It also offers a crash course in how to boost creativity + innovation, grow your resilience, and future-proof your business + career.

Awards, accolades, honours and achievements

- Named to Consulting Magazine's Top 25 Consultants list for Excellence in [Leadership](#)
- Named the World's Leading Business Strategist by the Intl. Association for Scholastic Excellence
- Thought leader and consultant – worked with over 1000+ leading brands from IBM, PwC and Ford to MTV, The PGA, and Intel
- Became CEO of BIZDEV: The International Association for Business Development and Strategic Partnerships™
- Change and innovation expert for CNBC
- Today's #1 Generations Expert and Technology Expert (per Google)
- Awarded by four-star general and top military commanders for outstanding performance in strategic advisory work
- Given the title of Master of [Innovation](#) by Chase Bank and Fortune magazine

“One of the best gurus on innovation + competitive advantage strategies to accelerate growth.” – European Commission

“If you really want to know about business, you should refer to Scott Steinberg.” – Richard Branson, Founder, Virgin

Scott's talks

- **Leading with Innovation: How to Future-Proof Yourself, Fearlessly Innovate, and Succeed Despite Disruption**

Even the most successful organizations must continually reinvent their products, services and solutions to remain market leaders in an age of growing change, connectivity and globalization. In this eye-opening presentation, audiences will learn how to thrive in the new operating reality, create competitive advantage, and successfully leverage new leadership strategies to adapt to changing times.

From more powerful ways to unleash innovation to solutions for better capitalizing on cutting-edge advancements, discover how you and your organization can flourish in tomorrow's world – and effectively apply its most crucial success strategies and skills in context.

- **Think Like a Futurist: How to See Tomorrow, Today**

Think quickly – the future is coming on fast! Uncertainty is now the only certainty in the workplace, and from the smallest local businesses to the largest global enterprises, the onset of coronavirus and other disruptive events will only continue to redefine the fundamental way in which countless individuals and organizations do business in coming years.

In this session, you'll learn to thrive in an age of constant disruption by applying the same strategies and skills that today's top market leaders use to spot rising trends and opportunities before rivals can react. A crash course in how to innovate and future-proof any business – discover what it takes to successfully adapt, whatever tomorrow brings.

From forward-thinking ways to redesign leadership and go-to-market strategies to cutting-edge insights on workplace trends and business solutions, world-renowned strategist Scott Steinberg reveals how you can stay one-step ahead of tomorrow's marketplace – and one step ahead of the competition.

- **FAST**

Why wait to achieve your goals when you can start ticking them off your to-do list in no time flat? Discover how to put yourself and your organization on the fast-track to success as the world's leading business strategist reveals how today's most celebrated businesses and brands create winning results in no time flat.

A masterclass in ingenuity brought to you by Scott Steinberg – hailed as The Master of Innovation by Fortune magazine – this engaging program offers cutting-edge insight that can help you more rapidly solve any problem, and accomplish any objective. Teaching tomorrow's most in-demand leadership, management, and decision-making skills, it explains how to rocket past obstacles, rebound from setbacks, and take your prospects from 0 to 100 in no time flat.

- **Defending Against Disruption: Maintaining Cyber Security in the Age of Digital Transformation**

In today's connected and always online high-tech world, where organizations must change and adapt to market shifts at record speed, staying alert to cyber threats is essential. That's because digital transformation is on the rise – and so is cybercrime, today's fastest-growing form of criminal activity, which is skyrocketing at an alarming rate.

These concerns will only become more pronounced for individuals and organizations alike as more business operations shift to mobile, cloud, and Internet-based solutions going forward. Luckily, as bestselling futurist and cyber security expert Scott Steinberg reveals in this eye opening presentation, a few simple shifts in strategy and thinking are all it takes to keep your organization and partners safer going forward.

Here, you'll discover best practices for keeping your organization and personal information safe in an always-on and connected online world, and how to implement more effective security controls (and a culture that champions safety and privacy) throughout your enterprise.

- **Future Trends: What's Next for Your Industry - and How Can You Stay Ahead of It?**

In a series of energetic and inspiring presentations, one of today's top technology futurists and business strategists shows industry leaders in every field – e.g. finance, healthcare, insurance, retail, etc. – which trends promise to transform the sector(s) in which they operate, as well as how to stay competitive and boost productivity and performance by leveraging cutting-edge tools and strategies for staying ahead of the curve.

Through market research, professional development techniques and practical, real-world insights, attendees will learn to recognize and act upon the benefits and opportunities that emerging trends and technologies create. Built to empower modern professionals, a range of dynamic discussions and workshops shows how to tap into the power of change and high-tech innovation to build a lasting foundation for professional advancement and growth.

- **Change Management: Creating a Culture of Innovation**

In today's working world, competitive landscapes and best practices shift faster than ever – as do market and workforce trends. But no matter how much disruption you're dealing with, you can empower both individuals and teams to more effectively embrace paradigm shifts, improve organizational learning, and boost productivity with these proven new approaches to leadership, technology and time management.

Bestselling business author and consultant Scott Steinberg explains how the market's most innovative firms are embracing change management, and best practices and leadership pillars you can implement to breed a culture in which innovation thrives.

- **Adapting to change: How to thrive amid uncertainty**

Unpredictability is the only thing we can predict and uncertainty the only certainty for businesses and working professionals going forward. Luckily, as today's most successful, leaders know, a

few simple shifts in strategy and thinking are all it takes to stay one step ahead of the curve. Discover how small changes in approach and slight shifts in tactics can help you drive breakthrough results in this dynamic and engaging talk from Scott Steinberg, the world's leading business strategist. Pairing real-world examples and case studies with practical insights, you'll learn how to plan around uncertainty, future-proof your business, and build a strategic roadmap that can withstand any unexpected twist or turn that the market takes.

- **Edge Out Competitors With a Product Differentiation Strategy**

A defined product differentiation strategy can help your business stand out from the crowd, leading to more eyes on your products and more loyal customers.

- **Consumer Behavior Has Changed. To Stay Competitive, Your Messaging Should Too.**

In the new normal, the competition for consumers' attention on digital channels has increased, pitting your message against more than just your competitors'. A handful of behavior-aware communications strategies can help you cut through the noise.

- **The Case for 'Fail Fast, Fail Often:' An Ethos for High Growth**

Everyone wants to be risk-free in today's business landscape, but the most effective companies are risk-averse instead.

- **What's the Future of Work?**

The future of work is clearly hybrid + digital – but how can business leaders successfully adapt to the new norm and connect with customers in an online-first era?

As we explained to The University of Chicago Booth School of Business, the [answers are simpler than you think](#). Being futurist keynote speakers and strategic advisers for over 1000 brands, partners also recently asked us how to:

- Attract New Clients and Get Deals Done Online
- Adapt to Changing Customer Behaviors
- Stand Out in a Crowded Market

Using the [Message, Client and Digital Transformation](#) framework to succeed in tomorrow's working world.

- **Simple change, big impact: how to do more with less and pivot your way to success**

COVID-19 or no, who says that finding ways to innovate and stay ahead of the curve has to be time-consuming, difficult, or expensive? Oftentimes, all it takes to overcome the most complex and challenging problems are just the simplest and most clever of solutions – and slight shifts in business strategy and perspective are all it takes to rebound from unexpected obstacles. Change your perspective, and you can change your fortunes overnight, as world-renowned business strategist Scott Steinberg reminds, while demonstrating how to quickly boost your creativity, increase your agility, and heighten your ability to bounce back. Wondering how you can do more with less? Here, you'll discover the answers, including how – no matter what resources you're working with – it always pays to be more resourceful.

- **What's the future of work? Tomorrow's best practices, operating models, and workforce trends**

From virtual communications and remote workforces to digital transformation, online apps, and cloud-based operations, the shape of business – and how organizations connect with and engage their customers – has fundamentally changed. At the same time, companies not only need to become much more agile and adaptable in order to help employees maintain peak productivity and performance despite ongoing disruption. They also need to pivot to become much more flexible and forward-thinking in the way that they make decisions and manage risk to keep up with rapidly-shifting industry trends... and attract and retain top talent. Here, leading futurist and change

management consultant Scott Steinberg reveals what it takes to grow your business and find continuing success in an age of rising uncertainty, as well as best practices for surviving and thrive in this brave new working world.

- **Customer experience is everything: designing products, services and solutions that connect**

Customer experience hasn't quickly just become the ultimate source of competitive advantage today – in tomorrow's hyper-competitive business world, it will be everything. Happily, you don't have to be a genius to build better business solutions or brands – just more clever and ingenious instead. A masterclass in practical innovation brought to you by one of the world's leading business strategists, this fun, and fast-paced presentation explains how simple shifts in strategy and setup can produce BIG impacts, and how to create legions of raving fans in no time flat. From great ideas to even greater execution, discover what it takes to make a splash in tomorrow's market – and how you and your business can position yourself to ride the future's next big wave.

Speakers Associates Ltd | +44 (0)1628 636600 | info@speakersassociates.com | www.speakersassociates.com