

“Great” isn’t good enough to grow your business anymore. Instead, you must “Create Distinction.”

SCOTT MCKAIN



While every program is custom-designed specifically for your organization, Scott engages audiences on the topic of distinction and provides the following takeaways for your attendees:

Create Distinction Keynote: Create Distinction: What To Do When “Great” Isn’t Good Enough To Grow Your Business

How do you stand out from your competition so you become their preferred choice in a volatile marketplace? Scott reveals the elements that pull you back to the pack – and the Four Cornerstones of Distinction it takes to attain remarkable success.

Key takeaways:

- How to avoid the mistakes of commoditization
- The specific steps you must take to create distinction
- The importance of personal responsibility in organizational growth

Scott McKain's dynamic presentations inform and inspire – meaning your audience learns — and implements the ideas following the program. His unique platform style has earned him induction into the Professional Speakers Hall of Fame!