



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:

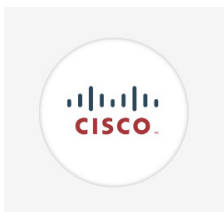
ICONIC: How Organizations and Leaders Attain, Sustain, and Regain the Ultimate Level of Distinction

"For every Amazon, there is a Sears. For every Starbucks, there is a HoJo's. For every Apple, there is a Nokia. How do you ensure distinction – personally and organizationally – so you don't get left behind in a changing marketplace?"

How does a professional or organization become so distinctive that they not only stand out in their industry, but set the benchmark for innovation, customer experience, and employee culture?

Key takeaways:

- The Five Factors of Iconic Performance
- The ONLY two factors upon which customers will judge you
- Why much of what you've heard – like "under promise/over deliver," "defense wins championships," "sell harder" – does not work in today's marketplace of multiple generations and cultures.



"The only speaker in the history of our company to have received a perfect score from EVERY attendee at our most important global partners event. We've booked the leading speakers in the world. Scott McKain received the highest ratings of all."

CISCO