



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:

### 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



*“I have but a brief moment to say what profound effect your presentation has had in my business and personal life. Thank you, I will endeavor to make myself stand out.”*

SYSCO