

Professional Speakers Hall of Fame  
Bestselling business author  
Trusted advisor to leading global brands  
Decades of experience across industries

# SCOTT MCKAIN

## BEYOND DISTINCTION™



*"Scott delivers a message that sticks—and strategies that work."*

-LPL Financial

### WHAT HAPPENS WHEN YOU BOOK SCOTT MCKAIN?

Your audience discovers how to move beyond distinction—and instead create lasting relevance that drives preference, loyalty, and growth.

#### **This isn't theory. It's a proven approach to:**

- Rise above commoditization
- Command premium positioning
- Create experiences customers can't ignore—or replace.

### FLAGSHIP PROGRAM

#### **Beyond Distinction™**

Beyond Distinction, is designed for organizations that refuse to become invisible in a rapidly changing world. As AI reshapes industries and customer expectations continue to evolve, the very strategies that once drove success can quietly become the reason companies fall behind.

#### **Scott reveals how organizations can:**

- Create experiences competitors cannot replicate
- Sustain relevance in an ever-changing marketplace
- Turn distinction into measurable business growth

Ready to move beyond distinction?

 [team@scottmckain.com](mailto:team@scottmckain.com)

 [scottmckain.com](http://scottmckain.com)  702-462-1600

### SUPPORTING PROGRAMS

#### **CREATE DISTINCTION**

If you're perceived as similar, price becomes the decision. How to stand out in a competitive market where "better" isn't enough.

- Escape price-driven competition
- Communicate value with clarity

#### **ICONIC**

What the world's most successful organizations do differently

- The five factors of iconic performance
- Why some brands stand out while others fade away

#### **The Ultimate Customer Experience®**

How to create interactions that become your competitive advantage

- Focus on the moments that matter most
- Turn customers into vocal advocates

### WHAT MAKES SCOTT DIFFERENT

- Shows organizations how to achieve distinction that endures
- Ideas grounded in real business application
- Customization that reflects your exact challenges

### THE EXPERIENCE

More than a keynote—it's a partnership designed for impact:

- Pre-event strategy alignment
- Tailored message for your audience
- Engaging, story-driven delivery
- Post-event reinforcement opportunities

