

INTRODUCING SCOTT McKAIN

[Read as written or adapt to your style.]

My guest today is Scott McKain, author of *Beyond Distinction: How Leaders Transcend the Turbulence of an AI-Transformed World*, published by Wiley. He's the author of seven books on business distinction and the customer experience, including two named among the year's ten best business books by Forbes and thirty major newspapers.

Scott is a member of both the Professional Speakers Hall of Fame and the Sales and Marketing Hall of Fame, and has received the Cavett Award — the highest honor in professional speaking. He serves as the In Residence Expert on Distinction and Relevance at High Point University and has delivered more than two thousand keynote presentations worldwide.

His work focuses on why organizations lose relevance and what the ones that endure do differently. Scott, welcome to the show.