



From Runner-Up to Market Champion

How innovation and employee and customer happiness are driving the fastest growing organizations

In today's hyper-competitive business environment, the difference between winning and losing is often slight. It's like a race where the fastest runner who crosses the line just one step ahead of the pack is victorious—and the number two finisher is quickly forgotten.

This insightful keynote is packed with proven concepts that show you how to keep your organization in front of the competition. Using his decades of global business experience, Nick reveals how innovation leadership and human experience design are the key to staying one step ahead. Nick also provides detailed insights for you to leverage disruption to propel your organization forward.

Talk Takeaways

- Nick's exclusive Value Leadership Model
- The "Power of the Four Behaviors": inspire, connect, adapt, and respect
- Case studies and stories of how innovative leaders stay one step ahead
- The top 10 dumb things leaders do to put themselves one step behind
- The leadership reset – from runner-up to market champion
- The top 10 ways to stay one step ahead: your concise checklist
- How to become—and stay—an innovation leader

How to Thrive in a Time of Chaotic Change

We are currently living in a time of Chaotic Innovation and rapid change. Additionally, we are also dealing with hyper-complexity across our markets. In this fun and upbeat program, Nick provides a roadmap on how to thrive in a time of change and complexity.

Other Marketing and Customer Experience Keynote Topics

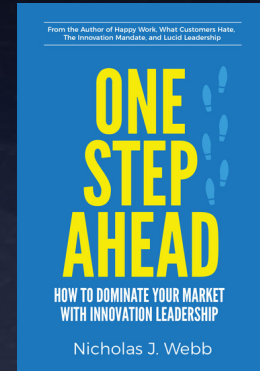
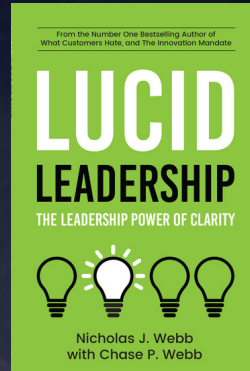
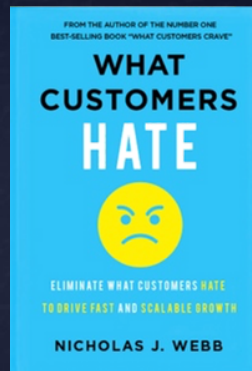
- How to deliver amazing customer experiences in a time of hyper-competition
- What the best organizations are doing to delight both customers and employees
- How to stay one step ahead to drive sustainable and scalable growth
- The secrets of marketing superstars

Why Nick is one of the Top Marketing and Customer Experience Keynote Speakers

Nick is a multiple number one bestselling author and provides fresh research and real-world experience as an innovator and an advisor to the top organizations. He delivers world-class novel content that is real, practical, and most importantly, actionable.

In Nick's groundbreaking book, *What Customers Crave* he identifies the growth secrets of the best organizations in the world. Correspondingly, in his complementing book, *What Customers Hate*, he identifies the importance of eliminating "hate points" to quickly drive growth.

In *One Step Ahead*, Nick researched and explains how the best organizations in the world are leveraging innovation that drive market success. Some strategies are provided by some of his most represented clients from the top organizations in the world including McDonald's, Pfizer, 3M, Johnson & Johnson, FedEx, Salesforce, and others. This fresh research will take your Marketing to a new level.



Let's Zoom! Never hire a keynote speaker without first asking them the tough questions.

Selecting the right keynote speaker is critical to the success of your event. Schedule a no-obligation Zoom meeting with Nick to see why he is selected by the top organizations in the world to WOW their audiences!



Why Nick is one of The Top Keynote Speakers in the World

As a Top Futurist, Researcher, and Management Consultant

to some of the top organizations, Nick's talks are based on real-world expertise and deep research from multiple number one bestselling books. Perhaps even more importantly, Nick conducts event-specific research for each and every presentation. Recently, Nick was asked to speak for the American Ambulance Association, where he spent a day on an ambulance with paramedics to get a real feel for their world. At a separate talk for a packaging event, Nick spent a day at a packaging manufacturer to gain fresh and real insights about the opportunities and challenges within their industry. If you want a five-star keynote, you need to work with a speaker that cares enough to handcraft the perfect talk for your event.

About Nick

Nick began his successful career as an award-winning inventor and technologist at just 23 years of age. His award-winning technologies include one of the world's smallest medical implants, one of the first wearable technologies, educational toys, consumer products, and even a line of successful kitchen tools. As a startup entrepreneur, Nick has developed and grown successful companies and then positioned them for a successful profitable acquisition.



As a management consultant, he works with some of the top organizations in the world to help them drive sustainable growth through innovation leadership. Some of his clients include: DHL, Verizon, FedEx, McDonald's, Pfizer, Salesforce, Chase, and 3M, just to name a few. Nick has also served as a Chief Innovation Officer and an adjunct professor for a top medical school.

To this day, Nick continues to operate an innovation lab and research organization. He also owns and operates LearnLogic, a training firm that provides workforce development in the areas of employee happiness, innovation, marketing, and strategic mastery. Nick is also an award-winning documentary filmmaker - his film, *The Healthcare Cure* received the Sedona International Film Festival's, "Audience Choice Award". Nick's biggest passion is his role as a father of four children and as a husband to his wife of 31 years.

5  **speaker** 

A multiple number one bestselling author, award-winning inventor, and advisor to some of the top organizations in the world.

Nicholas delivers a five-star keynote presentation through his customization process and deep subject-matter expertise.

Some of Nick's Clients



What Clients Have to Say



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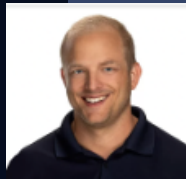
My phone was ringing off the hook and my inbox filled up from people praising your amazing talk to our 75,000 employees. To summarize the feedback - you "knocked it out of the park"!

Danielle Teal, Mayo Clinic

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I've had the pleasure of hosting Nick as a keynote speaker for two industry conferences. It was a great experience working with Nick. His lectures were extremely well received by the audience on both occasions! I would highly recommend Nick as a keynote speaker!

William Donnelly, Align Technology, Inc.



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Nick Webb did a wonderful closing session at our Annual NRC Health Symposium in 2021. The audience appreciated Nick's fun, engaging and clear message around innovation and disruption. Nick is an excellent and thought-provoking speaker.

NRC Health



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Nick Webb just spoke to one of our teams and left the group inspired and eager to break our normal conventions. He's right when he says Innovation is not a bumper sticker – you have to do something to make it come to life.

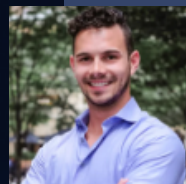
Cal Austin, Pfizer



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Nick went out of his way to make sure his message aligned with our audience and event strategy, which included clearing his schedule to meet with me while I passed through town weeks before the event, regular check-ins and onsite connection. Because of all these efforts, Nick was able to bring his wealth of knowledge to target our industry and VIP group.

Joshua McGhee, Touchstone Energy





Trusted by the Best Organizations in the World for Over 40 Years

As a strategist, Nick works with some of the top organizations in the world, Nick understands their needs, problems and opportunities. As a result, Nick architects highly customized keynotes that are surgically connected to the goals of the organization. It's not uncommon for Nick to be booked by the same corporation multiple times within the same year. Delivering actionable takeaways that are connected to the organization's event goals is what Nick does best.

Serving the Best Organizations in the World

For 40 years we provided the freshest research and the best values, guaranteed.

Below is a small sampling of some of the top organizations in the world that we have served over the last four decades. Unlike large bureaucratic, and overpriced consulting firms, we take a handcrafted approach with a laser focus on delivering a predictable return on investment for our clients.

