Scott Klososky

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Thriving in the Digital Transformation
Leading Through Disruption

In today's business environment, all leaders in every organization is currently facing the monumental task of maturing their tools, processes, and people in a world dominated by technology. Today, the speed at which this is happening is also very important. The digital and financial health of every organization is based on how well and how fast this transformation occurs.

In a thought-provoking and inspiring presentation, Scott walks you through the digital transformation and its formidable impact on your industry. Scott considers technologies that are currently impacting your industry, including the Internet of Things, automation, wearable devices, cashless society, hyper-personalization, cybersecurity, and much more.

He peppers this talk with real world examples of organizations that have navigated the digital transformation successfully and those who have not.

Also, he will discuss how fast all of this is happening. Faster than your competition? How do we measure that? He also uses interesting and humorous anecdotes from his work as a CEO, technologist, and consultant to provide illustrations of the step's leaders must take to pilot their organizations through a world that is evolving at unprecedented speeds.

Best Audience: This can be customized really to any type of audience including: Managers, Executives, C-Suite Leaders, Business Owners, IT, Entrepreneurs, Associations

Customizable Meter (1-10): Eight (8) – meaning that 80% of the content will be customized to the industry/event. Scott will meet with the event planners to discuss the customizable features and incorporate into the keynote.

Best Format/Placing in a Conference: This is a very versatile topic and can be placed anywhere in a conference or an organization's meeting. The speech is particularly effective in a keynote for the opening keynote or closing keynote of an event. This topic is very relevant, and it is on every leaders' mind in every industry. Also, it really doesn't work well for a workshop or breakout session.

Notes for the meeting planner: This speech is always evolving, and it will include what is going on with digital transformation in the world plus weaving in what is going on within the industry. The pace of digital transformation is important also? How fast is the industry going? How fast are your competitors going? And because of the pace, how is that affecting the industry. What should you, as a leader, be doing about it?

Learning Objectives

- What is the influence innovative technologies are having on your industry?
- At what speed is your organization executing digital transformation?
- How can I measure that against the competition?
- Understand how technology can be used to make your organization more efficient, effective, and capable of adapting to a rapidly changing marketplace
- Develop "high beam" thinking, looking out into the future to spot trends that will disrupt your industry
- Creating Rivers of Information® to help you grow your Technology IQ more quickly and effectively
- Form a "technology halo" so customers can recognize the ways you use technology to offer them convenience and ease

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Machine Intelligence: The Rise of Machines

The rise of machines is both exciting and scary for some people. It shouldn't be "scary" and the more you learn about the subject, the more exciting it is. Machine Intelligence is poised to dramatically reshape all organizations and industries. It will give organizations better insight into their constituent outreach and back office processes while allowing them to run smarter and leaner.

Scott will cover the Machine Intelligence Ecosystem – Robotics, Smart Sensors, Cognitive Computing, AI, Machine Learning, and Deep Learning.

We are in an era when technology is systematically integrating more and more into our lives. He will show how MI is changing your industry and things leaders need to know about it.

Plus, does every leadership team within an organization need to build a Machine Intelligence strategy? Scott will give his insights on that and more in the fascinating topic.

Best Audience: This can be customized really to any type of audience, but it is best suited for: C-Suite Executives, Human Resources, High Potential Employees, Strategic Leaders

Customizable Meter (1-10): Eight (8) – Meaning that about 80% of the content is colonizable. That's Because there are so many variables in this speech – Practical vs Thought Leading, Custom to the Industry or Best Practices, Just Educational about the topic.

Best Format/Placing in a Conference: This is a "very cool" opening or closing speech for an event or conference. It can be designed to have the desired impact you want and/or need to "top last year's" event. It can be customized to start a conference off with a "bang" or "keep them talking on their way home after the event." It is also a great topic for a breakout session.

Notes for the meeting planner: This speech is constantly changing because of the rate of change in the field of Machine Intelligence.

Scott continues to stay on top of innovations in Machine Intelligence, thus this speech is different every time.

Scott can make this speech very practical where attendees have things they need to think about and do when they get back to their organization. He also can make it very "thought leading" on how Machine Intelligence is going to change society or their industry.

Learning Objectives for the Audience:

- What is the influence Machine Intelligence is having on your industry?
- Discover how leading-edge technologies, such as implantable devices, autonomous robotics, the Internet of Things, and massive rivers of data, will come together to reshape our lives and industries
- Consider the positive and the negatives of the technology integration
- Reflect broadly on how to position your organization for the coming dynamic changes
- Does your organization need a Machine Intelligence strategy? If so, where do you start and how do you get it accomplished?

We are in an era when technology is systematically integrating more and more into our lives.

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Customer Experience: Selling in a Hyper-Personalized World

What if you knew exactly what each of your constituents (customers, members, patients, vendors, employees etc) REALLY wanted? Would that help you develop customer loyalty? If you could anticipate what each person wanted from you before they told you, how would knowing that change your approach?

Through use of big data and digital connections, you can individualize relationships with any client or prospect you value. A hot topic in marketing today is "hyper-personalization."

This is the process of gathering a deep level of information on your constituents and then using that information to create loyal and valued relationships. This goes way beyond installing a CRM system! Scott has been on the vanguard of digital marketing techniques since digital marketing was born.

In this session, he combines his custom knowledge of your industry and digital marketing savvy to show attendees several new methods for driving business. This includes using the process of "mapping the customer journey" to detail every touchpoint in relationships and how either a human or technology connection can be used to create a fantastic experience.

As a special bonus, Scott can provide sample templates and tools that are used to complete these processes, so attendees can create a strategic plan for their organization.

Best Audience: C-Suite Executives, Business Side leaders, Marketing Executives, Sales Managers, Salespeople, Customer Care Professionals

Customizable Meter (1-10): Nine (9) Meaning that this is almost entirely customizable. It can be industry specific and to the delivered as a Keynote, Breakout, or Workshop. This content changes all the time and is updated regularly because digital marketing is always changing and innovating.

Best Format/Placing in a Conference: This is an extremely versatile topic. It can be a keynote speech, breakout session, or a workshop.

It's easy to place this into a conference or event because it can basically fall anywhere in the schedule. Depending on the need of the audience, this talk can lean towards inspiring people to adopt new methods and tools or can be a more hands-on "how-to" session.

Notes for the meeting planner: Scott has been speaking about this topic since "digital marketing" was a term (in the mid 1990's). He will cover what are the "latest and greatest" tools and techniques. It doesn't matter if it's B2B or B2C: every organization needs to build better digital relationships with their constituents (customers, members, patients, vendors, employees etc.). He will show how to use technology to build tighter relationships and drive revenue and/or better relationships.

Learning Objectives:
- Build relationship journey maps inside your organization that detail every touch point of engagement
- Develop hyper-personalization within your own engagement efforts
- Create a robust digital revenue engine to tie your efforts together and work toward building a more effective customer journey
- Discover how to get your customers talking about their experience with you to their networks
- Find the correct HUMALOGY® balance throughout your entire customer experience strategy
- Harness the enormous amount of data potentially available through customers' mobile devices to serve them in unbelievable ways
- Discover how smart devices and the Internet of Things will produce a seismic shift in the way you serve customers
- Technology tips and tricks to drive revenue

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The Future of Cybersecurity: "Protecting Ourselves in an Increasingly Connected World'

The field of cybersecurity will only grow in its impact on people, organizations and our world. What will the future bring? In this presentation, Scott looks forward to tackling some of the challenges we will soon face in cyberspace.

Will we continue to witness a rise of surveillance on each of us, constant threats of digital attacks from state-sponsored actors, people from across the globe with the ability to seize control of our vehicles, our wearable devices, and our smart homes, are you implementing Integrated Security?

These are some of the important topics that will be addressed in this presentation. Scott is recognized for his unique future vision and his ability to extrapolate technology trends that will influence our world. In this program, he points this capability toward the world of cybersecurity to explain why it will become one of the most critical elements of our future.

Best Audience: Business-side leaders looking to learn the fundamentals of cybersecurity, technology-side leaders looking further into the future of cybersecurity; it can also be engaging for people of any level of their careers. The talk is different for leaders than when all levels of organizations are in attendance.

Customizable Meter (1-10): Nine (9) Meaning that this is almost entirely customizable. Whether you choose a Keynote, Breakout Session, or Workshop, the content can be tailored to your event. It also can be industry specific or you choose to look at best practices across all industries.

Best Format/Placing in a Conference: This is a very popular subject and can fit into any conference or event. It is a good Keynote, Breakout Session, or hands-on "how-to" Workshop. Also, depending on the need of the audience, this talk can be delivered in several different ways: Practical-who are the bad guys, how are they attacking us, and how can we protect ourselves. Thought-Leading- What is the future of security? How is it affecting your industry?

Notes for the meeting planner: Scott has tremendous experience in the security space and has had many large organizations use him as a keynote, thought-leader, and facilitator. He developed an "Integrated Security Model" that is second to none in the industry. Because things are moving so fast in security, this speech is always changing to keep up with new and improved technologies and methods.

Learning Objectives:
- Analyze the ways new technologies will impact the field of cybersecurity
- What is Integrated security? Why is it important?
- What are the current attack vectors, who are the bad guys, and how do you do risk management?
- Evaluate how the Internet of Things remains an enormous threat to our infrastructureIdentify the increasing danger from organized cybercrime
- Understand what each of our growing digital footprints will mean for our privacy
- Learn steps you can take to protect your devices, and yourself, in an increasingly connected world

What is the future of security? How is it affecting your industry?
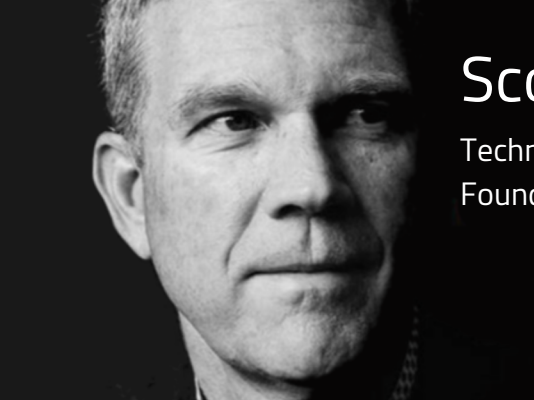
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The Technology Integration of Humanity

A recent study shows the average age a child first sees porn is eight years old. Pause for a beat and consider the impact of that statement and know that there are many more startling facts that surround the way technology is integrating into every aspect of our personal and professional lives.

Among the millions of utopian joys gained from the internet we also find ourselves enduring much that is dystopian. The concepts discussed in Scott's most recent book, Did God Create the Internet?

The Impact of Technology on Humanity, are the backbone of this thought-leading keynote. One of the most speculated questions people (especially parents) have about technology is how it will impact us as a species over time.

Will all these new digital tools be good or bad for us as a species? What is technology doing to us today? Are we going to be happier? Work longer and harder, or less? Will we have less privacy? Will younger generations lose capabilities that older generations had, or will our young people be much more powerful than their predecessors?

Scott weaves together technology and philosophy into a thought-provoking talk that is sure to be mind expanding. There is a lot of flexibility to deliver content that is futuristic or relevant today.

The tone can be conversational and filled with stories, or a serious call to action to make better decisions about boundaries with digital tools. (Despite the title of Scott's book, this talk is not religious in nature.)

Best Audience: Everyone: this talk is meant to be a thought-leading exercise for anyone interested in how technology is and will continue to impact humanity. Also, this is a great topic for event that include spouses/significant others – it can be used in non-business settings.

Customizable Meter (1-10): Six (6) Meaning that almost 60% of the content for this speech is customizable. This speech can be general (changing society and humanity) or can be customized to the industry (how technology is affecting the industry and the workforce).

Best Format/Placing in a Conference: This is a another very popular topic for Scott. This speech works well for a keynote to open or close the conference or event. It also works well for a dinner keynote when spouses/significant others are invited.

No matter where this speech is placed, it will really get people talking afterwards. Typically, if Q&A is used after the speech, there isn't enough time to answer all of the questions. This doesn't work as a breakout session or workshop.

Notes for the meeting planner: This is very much a thought leading speech. It looks at the impact of Humalogy® in the workplace – meaning the balance of technology and humans in our everyday lives.

With technology integrating into our everyday lives, what are the society impacts? What are the impacts on the different industries? This is a very thought-provoking speech that keeps audience's attention throughout the entire talk.

Learning Objectives Audience:
- What happening to society as machines take over jobs that humans used to do?
- Consider the impacts technology is having on our physical and psychological well-being
- Develop insight into coming trends, such as machine learning, artificial intelligence, and the singularity, which will disrupt every characteristic of what it means to be human
- Analyze why all visions of the future are dystopian; why don't we see a utopian future?
- Learn how the HUMALOGY® balance can act as a guide to integrate technology in ways that are healthy for humanity
- Ensure the digital transformation will be positive for everyone

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Trends, Technology and Taking the Lead

Technology isn't simply a tool. In the right hands, Technology can almost be magical in its ability to give us new capabilities. As a leader, it is critical that you understand how technology can be fully leveraged in order to drive top-line revenues, or lower bottom-line costs. Scott will discuss practical technology tools and concepts that can be used as soon as you get back to the office.

With Scott's fast-paced and entertaining style, he will create context for many of the words and concepts that you have heard about but couldn't quite apply. Many people talk about the Digital Transformation and few people really can describe what it is and how it is changing the world, and the economy. It is important for people in the technology industry to have the 30,000 ft view of the transformation so they can make solid design decisions, and even career choices. Also, so you are moving through digital transformation – are you moving fast enough?

Scott Klososky speaks all over the world on how the impact the Digital Transformation is having on the human race, as well as how organizations go to market. His presentation will focus on subjects such as how technology is integrating into humanity, machine intelligence, cybersecurity, and the critical need to be able to look over the horizon accurately.

Best Audience: This is typically given to Business-side leaders looking to learn how to take the lead in technology with their organization. However, this can easily be customized to any type of audience including: Managers, Executives, C-Suite Leaders, Business Owners, IT, Entrepreneurs, Associations. The talk is a little different for leaders vs. when all levels of organizations are in attendance.

Customizable Meter (1-10): Eight (8) Meaning 80% of the content is customizable to the conference or event. The combination of importance of leadership in Technology, what are some of the trends in the industry (customized to the industry), and are you moving fast enough through digital transformation makes this talk easily adapted to any conference or event.

Best Format/Placing in a Conference: This is a another very popular topic of Scott's. It's a very versatile topic and can be placed anywhere in a conference or an organization's meeting. It's great for the opening keynote or closing keynote of an event. This topic is very relevant, and it is on every leaders' mind in every industry. This is really not for a breakout session or workshop.

Notes for the meeting planner: This is a talk that is both thought provoking and practical. Scott combines highlighting a few new trends that people might be aware of and adds a few over the horizon trends that are completely new. To this Scott adds the delivery of practical technology tools, or concepts that can be used as soon the attendees get back to the office.

Technology isn't simply a tool. In the right hands, Technology can almost be magical in its ability to give us new capabilities.

Learning Objectives:
- Does your organization not have a digital transformation strategy? If not, where do you start and how do you get it accomplished?
- How to tell if you are moving fast enough through digital transformation?
- What's going on with technology in your industry?
- What do leaders need to know about leveraging technology?
- What do leaders need to do competitively to win with technology in the next 3-5 years?