

DR. JULIE WILLIAMSON

CHIEF GROWTH ENABLER, KARRIKINS GROUP



Julie Williamson, Ph.D. has worked around the world with some of the largest companies, helping them set and execute on strategy and transformation. At the same time, she has worked with small, local organizations (for profit, non-profit, and government) to drive success as they seek to grow their revenue and their impact their communities.

As an executive consultant, Julie has helped clients deliver accelerated growth and increased value to their customers, communities, and colleagues. Julie is also an educator, teaching undergraduate and graduate level courses on organizational strategy, behavior, and change, and helping students connect theoretical concepts to real-world applications.

Julie is a leading voice in how organizations build growth-enabled cultures with a focus on generative leaders and generative organizations who deliver from the edge of disruption. She is the co-author of *Matter: Move Beyond the Competition, Create More Value, and Become the Obvious Choice*.



GROWING *Businesses.* **TRANSFORMING** *Communities.* **CHANGING** *Behavior.*

At Karrikins Group, we partner with companies that want to grow their business, transform communities, & change behavior. Our clients are facing unprecedented change & disruption and together we catalyze growth in their organization by solving 3 higher-order problems:

BUILDING a growth enabled culture & supporting leadership capability

ENSURING the market relevance of their value proposition & operating model

MAXIMIZING the business value & social impact of their community investments



KARRIKINS GROUP



Delivering from YOUR Edge of Disruption

*How do you become the disruptor instead of the disrupted? Taking control of disruption and benefiting from it means finding the place where you can uniquely create the most value. It is at the **Edge of Disruption** that you can leverage the best of what you have delivered in the past with the possibility of what you can create in the future. This entertaining, research-based presentation walks the audience through an engaging process of finding their own Edge of Disruption as they respond to change and disruption in their markets. Your leaders will discover ways to matter more in their industries by:*

- *Challenging assumptions to gain an **Elevated Perspective** and see the whole board*
- *Developing **Elevated Relationships** that drive influence through the value chain*
- *Orienting optimistically towards the future and delivering an **Elevated Impact***

Generative Leadership – Thriving in Turbulent Times

Legacy models of leadership are forcing people to work harder without actually getting more done. Generative leaders know how to reduce the noise and focus on the work that really matters. They create space for their people to innovate and consistently create value. Generative leaders do four things incredibly well:

- *Express curiosity and emphasize learning while conditioning their teams to do the same*
- *Model being change-able and create environments to support teams through change*
- *Co-create solutions through rich partnerships with their colleagues and customers*
- *Visibly align themselves and their teams to higher-order strategic goals*

As a result, their teams are able to generate greater results sustainably over time. This inspiring and interactive presentation will challenge audience members to become generative leaders in their own organizations by providing actionable steps they can implement immediately.

Growth Enabled Organizations – Driving Impact and Innovation

Growth enabled organizations (GEOs) drive greater impact for their customers, colleagues, and communities. As a result, they are able to differentiate themselves and provide higher-valued products and services. By creating accelerated growth in their markets, they manage to avoid the threat of commoditization. The journey to growth enablement requires that you:

- *Get clarity about your strategic ambitions*
- *Challenge deeply held beliefs about your business, your markets, and your customers*
- *Orient towards disruption with a spirit of optimism and curiosity*
- *Build and maintain a culture of innovation and entrepreneurship*

This case-rich and thought-provoking presentation will get your audiences thinking about how they can shift to a GEO mindset and approach within their own businesses.

DESIGNING FOR IMPACT

Our Approach

At Karrikins Group, we understand the value of delivering highly-personalized, innovative content in an energetic and engaging way. We customize our messaging to align with your objectives, synthesizing our existing expertise with the specific purpose of your event.

1

Evaluate & Secure

Work with your event planner or bureau partner to check availability and put a hold on our calendar. On the fence? Reach out – we are more than willing to honestly assess whether or not our content will deliver the impact you desire. Once you have committed, we go to work.

Customization

START

2

Discover & Align

One hour conference call between us and your key stakeholders. We will discuss your objectives, the audience, and the broader challenges and changes in your organization and market to align on an approach that generates the greatest impact.

3

Dig Deep

Post call, we collect any materials you deem relevant to getting smart on your organization. We filter this information so you do not have to. We then go wider – drawing on our own internal expertise and additional external research.

Customization

4

Create & Refine

We take everything we have learned and layer it into our speaking approach, creating a custom presentation tailored specifically to your needs and audience. We seek to walk on stage not just as a credible 3rd party, but a credible 3rd party in your company and industry.

5

Deliver & Inspire

We do our homework in advance to ensure flawless execution. The result is a highly customized session that is also highly refined, creating an experience that not only engages but has real takeaways for your audience to apply.

Customization

END