

INTRODUCING THOUGHT LEADERSHIP



PETER SHEAHAN

FOUNDER, CEO, BEST-SELLING
AUTHOR, & WORLD-CLASS SPEAKER



Founder & Group CEO of Karrikins Group, Peter Sheahan is known internationally for his innovative business thinking and thought leadership. With staff in more than 23 cities across 7 countries, he knows firsthand the challenges of growing a business in these rapidly-changing times.

Peter has advised leaders from companies as diverse as Apple, Goldman Sachs, Microsoft, Hyundai, IBM, Pfizer, Wells Fargo, and Cardinal Health. He is the author of 7 international titles, including *Flip*, *Generation Y*, *Making it Happen*, and recently released *Matter*.

Peter has delivered more than 2,500 presentations to over 500,000 people in 20 different countries. He has been named one of the 25 Most Influential Speakers in the World by the National Speakers Association and is the youngest person ever to be inducted into their industry Hall of Fame.

"You've been an absolute wonderful partner, adjusting to our transitions and pivots along the way, and leading by example continuous learning. Brilliant. Agile. Trusted. Confidant. Integrity. Inspiring. These are some of the attributes I use when describing your contribution to AT&T University and LwD, and beyond. Thank you for what you have brought us... It is corporate life changing for AT&T!"
-President, AT&T University

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



ACCELERATED GROWTH: Building organizations and teams capable of sustaining growth through a culture of innovation, courageous leadership, and aligned individuals

As the cliché suggests, you are either growing or you are dying. But in today's marketplace, it's no longer about growing or not. It is about growing faster today than we did yesterday, and doing so in spite of the larger base we now operate. In this engaging, case-study rich session, we will unlock the keys to accelerating growth in your team and your organization in order to:

- *Help you understand the difference between arbitrary double-digit growth targets and true ambition*
- *Define the levers you can pull to create a growth-enabled culture defined by innovation, excellence, and accountability*
- *Provoke you to reflect on the critical role you play as a leader to unleash the necessary appetite for intelligent risk-taking and action orientation required for growth*
- *Introduce you to the three critical questions required to ensure market relevance and position your organization for accelerated growth*
- *Orient your thinking towards alignment and the reduction of friction inside your organization*

MATTER: Finding opportunity in disruption to create more value and become the obvious choice

As the pace of commoditization accelerates and the emergence of technological disruption threatens our existing business models, we must find ways to remain relevant and differentiated in the hearts and minds of our customers! This inspiring, case-study rich session will show you how to find opportunity in disruption to reverse the downward spiral of commoditization and matter more to your customers than your competition. This journey will require that you:

- *Understand the difference between value creation and value extraction*
- *Move towards the very disruption that challenges you and your customers*
- **Elevate your Impact** in the Five Critical Dimensions that clients and customers value most during times of rapid change
- **Elevate your Perspective** by learning at the 'Edge of Disruption' and becoming a thought leader in the business models of tomorrow
- **Elevate your Relationships** to position you not just as a trusted adviser but as a strategic partner for your customers
- *Act in a way worthy of your desired leadership position*

FLIP: How to turn challenge into opportunity and disruption into competitive advantage

The fact that the world is changing is not new to anyone. The more important question is, what do we need to do in the face of change? Whether you are dealing with disruptive technology, shifts in customer expectations, or changes in regulation, as a leader you must apply an innovative approach to effectively navigate disruptive forces. In this provocative, research-based session, we will inspire you to:

- *Embrace change and break free from thinking that made you successful in the past but could undermine your success in the future*
- *Re-think competitive advantage and leverage intangibles to manufacture tangible points of difference in your market*
- *Improve your margins by driving non-sexy innovation and finding new ways to innovate across the value-chain*
- *Turn chaos into opportunity by leading the market in response to new regulation, customer expectations, and technological disruption*
- *Take the intelligent risks required to innovate and drive change within your organization and industry*

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