



Why Mike Evans:

The Unforgettable and Distinct Advantage

The **CEO of Anthropic** compares it to a tsunami on the horizon. **Jamie Dimon says companies must prepare NOW. 600,000 jobs vanished in a single week.** The debate about whether AI will change everything is over. The only question is whether your organization will be **Distinct**, or **Extinct**.

Mike Evans **isn't another AI expert who discovered disruption in 2023 and rebranded.** He's been tracking the seven forces converging on work since 1995 — with AI as the most recent accelerant, not the original threat. The difference: **27 years, not 27 months.** Most speakers describe the problem. **Mike Evans delivers the defense manual.**

WHAT THE BUILDERS OF AI ARE SAYING

"It's as if this tsunami is coming at us. It's so close we can see it on the horizon. And yet people are coming up with explanations — 'oh, it's not actually a tsunami, that's just a trick of the light.'"

— **Dario Amodei, CEO, Anthropic — February 2026**

"Knowledge is now worth zero. Why do lawyers get paid a lot? Scarcity of knowledge. You've created infinite knowledge. It's going to break the entire economic model."

— **Leading Venture Capital Investor, 2026**

"The risk is it gets deployed so fast that people don't have time to adjust. Companies should be thinking about how they're going to handle that."

— **Jamie Dimon, CEO, JPMorgan Chase**

PROPRIETARY FRAMEWORKS NO OTHER SPEAKER HAS

The 7-Sided Pincer Movement — All seven forces converging on your organization simultaneously, not in isolation. Most leaders focus on AI alone and miss the six other forces multiplying the threat:

- **Force 1: Revolutionary Software** — Custom, bespoke software made at the moment of use. The winner-take-all software era is ending.
- **Force 2: Robotics & Automation** — Physical automation eliminating manual labor across every sector.

- **Force 3: Globalization** — Competitors operating from the other side of the planet at a fraction of your cost.
- **Force 4: Outsourcing** — Functions that required in-house teams now outsourced to specialists globally.
- **Force 5: Digital Disruption** — Entire business models replaced by digital-first alternatives overnight.
- **Force 6: Disruptive Competition** — Startups with no legacy infrastructure redefining your market.
- **Force 7: AI** — The accelerant that multiplies the other six forces exponentially.

The 5-Ingredient Kryptonite Defense — If knowledge is now worth zero, what IS worth something? Five things AI cannot replicate:

- **IDEAS** — Generating insights no algorithm can produce from your specific context
- **SPEED** — Deploying faster than competitors who are still debating whether to act
- **TALENT** — Human judgment, relationships, and capabilities AI cannot replicate
- **DISTINCTION** — Being the only one who does what you do, in the way you do it
- **LEADERSHIP AT ALL LEVELS** — Activating ownership and agency throughout every layer of your organization

These aren't theories. They're battle-tested across 27 years working with 34 Fortune 50 companies.

CREDENTIALS THAT CANNOT BE FABRICATED

Mike Evans didn't study these organizations from the sidelines. He was in the room when billion-dollar decisions were made:

- **Executive roles at** Kotter International, FranklinCovey, and Tom Peters Company — implementing transformation at the highest levels
- **Worked directly with** Dr. John Kotter (change acceleration), Dr. Stephen Covey (effectiveness and execution), Tom Peters (excellence and innovation), Jim Kouzes, and Barry Posner (exemplary leadership)
- **34 Fortune 50 clients** including Intel, Apple, PepsiCo, Caterpillar, Capital One, Pfizer, Cargill, and General Mills
- **Measurable results:** NetApp achieved 175% equity growth. U.S. Army Aviation Center transformed pilot training under severe budget constraints. Intel accelerated decision-making from weeks to days.
- **27 years of keynotes** — not 27 months of trend commentary. 40–60 keynotes annually, consistently rated 4.8+ by audiences of 100 to 3,000.

NEW: April 2026 — *Distinct or Extinct: Future-Proofing People and Organizations in the Age of AI*, the book that delivers the complete defense system. Available for bulk conference and organizational orders.

DELIVERY THAT EQUIPS, NOT JUST INSPIRES

Mike's signature positioning: "Most speakers inspire. Mike equips." Here is what that means in practice:

- **Frameworks, not platitudes** — Every keynote delivers the 7-Sided Pincer Movement and 5-Ingredient Kryptonite Defense. Audiences leave with a complete mental model, not a motivational feeling.
- **Monday morning actionability** — Specific, practical steps audiences implement immediately. Not 'embrace change' advice. Actual tools.
- **Kinesthetic and Socratic delivery** — Physical engagement, strategic questioning, and experiential activities that make concepts stick. Audiences don't just hear the framework — they experience it.
- **Vulnerable personal storytelling** — Mike opens with stories that make disruption viscerally real before equipping audiences to respond. The emotional entry point is always authentic.
- **Energetic, not preachy** — High energy, humor, and warmth. Audiences of 100 to 3,000 remain engaged from opening to close. Clients describe him as 'a ball of energy with unmatched focus and passion.'

GENUINE CUSTOMIZATION FOR YOUR EVENT

Mike does not deliver the same speech to every audience. Every engagement begins with a discovery process that shapes content around your organization's specific realities:

- **Pre-event discovery call** — Understanding your organization's specific disruption challenges, culture, and desired outcomes
- **Industry-specific customization** — AI disruption looks different in financial services vs. manufacturing vs. healthcare. Mike tailors the Pincer Movement and Kryptonite Defense to your sector.
- **Audience calibration** — C-suite keynote, all-hands, sales kickoff, or leadership retreat — the framework adapts to the room.
- **Post-event reinforcement** — Options for follow-on workshops, team sessions, and advisory engagements to sustain momentum beyond the keynote.

KEYNOTE TOPICS AVAILABLE

All topics available as keynotes, breakout sessions, or workshops. All fully customizable to your event theme and audience:

- **Distinct or Extinct: Thriving in the Age of AI** — the signature keynote built around the complete 7-Sided Pincer and Kryptonite Defense system
- **Built to Win: Cultivating Your Competitive Edge in the Age of AI**
- **The 7-Sided Pincer Movement: Your Complete Defense Against Disruption**
- **Future-Proof: Securing Your Spot in the New World of Work**

- **Leading Change:** Fortune 50 Strategies for Any Organization
- **Achieve with Accountability:** Creating an Ownership Culture
- **Shape Your Optimal Culture:** Cultivating Peak Performance in the Age of AI
- **CEO of Your Career and Destiny:** Taking Control in Uncertain Times

"Those prepared need not fear the forces at work."

— Mike Evans

Bottom Line: If your organization is navigating AI disruption, change fatigue, culture challenges, or the fight for talent — and you want a speaker who delivers proprietary frameworks your audience can't get anywhere else — Mike Evans is your answer. He doesn't just tell audiences what's coming. He shows them exactly how to win.

Leading Authority on AI Disruption, Change Leadership, Future of Work, Culture & Accountability
34 of Fortune 50 are clients
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