



WHAT MIKE DOES

Mike Evans helps organizations and individuals THRIVE during massive disruption. With 27 years working with 34 Fortune 50 companies (Intel, Apple, PepsiCo, Caterpillar, Cargill, Capital One, Pfizer), he brings proven change leadership methodologies from Dr. John Kotter, Dr. Stephen Covey, and Tom Peters, applied practically to the AI age and future of work.

NEW BOOK: 244-page manuscript "*Distinct or Extinct: Future-Proofing People and Organizations in the Age of AI*" completed, release April 2026 (Wiley).

CORE FOCUS AREAS

- **AI Impact & Future of Work** – Thriving in the age of disruption, securing your spot in the new world of work
- **Change Leadership** – Fortune 50 implementation strategies applied to any organization
- **Accountability, Agility, Resilience & Ownership** – Award-winning author of "Achieve with Accountability" (Wiley)
- **Culture Shaping** – Creating high-performance, engaged cultures
- **High-Performance Teamwork** – Building cohesive teams that execute together and deliver exceptional results
- **Flawless Execution** – Turning strategy into results, operational excellence that drives breakthrough performance

SIGNATURE FRAMEWORKS FROM "DISTINCT OR EXTINCT"

THE 7-SIDED PINCER MOVEMENT (Chapter 1)

Seven converging forces disrupting every job, department, and industry:

1. Revolutionary Software (ERP, AI, Automation)
2. Robots (white-collar AND blue-collar)
3. Globalization (compete with anyone, anywhere)
4. Outsourcing (entire functions eliminated)
5. Internet Disruption (physical to digital)
6. Disruptive Competition (Uber, Airbnb, Netflix models)
7. Artificial Intelligence (the accelerant multiplying all others)

THE 5-INGREDIENT KRYPTONITE DEFENSE (Chapters 3-7)

Five integrated strategies to not just survive but dominate:

1. **IDEAS** (Chapter 3) — Innovate relentlessly (complacency = death sentence)

2. **SPEED** (Chapter 4) — Velocity as competitive advantage (fast eat the slow)
3. **TALENT** (Chapter 5) — Develop uniquely human capabilities AI cannot replicate
4. **DISTINCTION** (Chapter 6) — Escape commoditization (be exceptional at something specific)
5. **LEADERSHIP AT ALL LEVELS** (Chapter 7) — Everyone leads, no exceptions

INDUSTRIES MIKE IS SPEAKING TO

Primary Industries (Most Active)

- **Technology & Software** (Intel, Apple, Google, Oracle, McAfee, Symantec)
- **Healthcare & Pharmaceuticals** (UPMC, Pfizer, Astra Zeneca, Baxter, Novartis)
- **Financial Services & Banking** (Capital One, PNC Bank, Fidelity, BNY Mellon, State Farm)
- **Manufacturing & Industrial** (Caterpillar, John Deere, US Steel, Masonite)
- **Consumer Products & Retail** (PepsiCo, General Mills, H&R Block, ACE Hardware)
- **Energy & Utilities** (BP Oil, Shell Oil)
- **Agriculture & Food Production** (Cargill, Monsanto, Heinz)
- **Transportation & Logistics** (American Airlines, shipping/distribution)
- **Government & Defense** (US Navy, NASA)
- **Associations & Non-Profits** (NAFCU, credit unions, industry groups)

TYPES OF REQUESTS MIKE IS GETTING

1. AI Impact & Future of Work (HOTTEST TOPIC RIGHT NOW)

What clients are saying:

- "Our workforce is terrified/confused/resistant to AI changes"
- "We need someone to help our people understand what's coming and how to prepare"
- "Leadership needs to understand how AI will impact our industry specifically"
- "Our annual conference theme is 'Future of Work' – need keynote speaker"
- "Want someone who can make AI practical, not theoretical or scary"

Mike's approach:

- The 7-Sided Pincer Movement (forces disrupting work)
- 5-Ingredient Kryptonite (survival strategies)
- "Distinct or Extinct" – building personal brand in AI age
- Practical, energetic, story-driven (not fear-based or preachy)

2. Change Leadership & Transformation

What clients are saying:

- "We're undergoing major reorganization/merger/system implementation"
- "Change fatigue is killing us—people are burnt out"
- "Leadership team needs Kotter's 8-Step methodology applied to our situation"
- "Past change efforts failed—need proven implementation approach"
- "Want Fortune 50 frameworks, not untested theory"

Mike's Credentials:

- Co-authored change leadership paper with Dr. John Kotter
- Kotter's 8 steps adapted for AI era
- True urgency vs. false urgency (critical distinction)
- Overcoming change fatigue when people are already exhausted
- Building guiding coalitions that drive results (not just meetings)
- 27 years implementing change with Kotter, Covey, Peters at Fortune 50 scale (not just theory)

3. Accountability & Execution

What clients are saying:

- "Need to shift from blame culture to accountability culture"
- "Victim mentality and finger-pointing destroying our culture"
- "People waiting to be told instead of taking initiative"
- "Gap between strategy and execution—we can't seem to close it"
- "Want the 'Achieve with Accountability' frameworks applied to our organization"

Mike's approach: Award-winning "Achieve with Accountability" (Wiley) – proven frameworks for creating accountability at individual, team, and organizational levels

4. Culture Transformation

What clients are saying:

- "Culture is broken—finger-pointing, silos, lack of trust"
- "Need to build ownership culture where people care about outcomes"
- "Want to shift from victim mentality to accountability"
- "Looking for frameworks to break down departmental silos"

Mike's Approach:

- Results Model applied to cultural dysfunction
- Above/Below the Water diagnostic
- Fostering alignment (we're going there), focus (this matters now), engagement (I'm all in)
- Building trust, psychological safety, and shared ownership
- Proven with Fortune 50 companies undergoing cultural transformation

5. Exemplary Leadership

What clients are saying:

- "Need keynote for leadership conference/retreat/summit"
- "Want to develop leaders at all levels (not just executives)"
- "Looking for practical leadership tools people can use immediately"
- "Want real-world leadership development, not academic theory"
- "Need someone who's worked with the absolute best – Kotter, Covey, Peters"

Mike's Credentials:

- Worked directly with **Jim Kouzes & Barry Posner** (co-authors of *The Leadership Challenge*)
- **Five Practices of Exemplary Leadership** framework implementation expert
- Executive roles alongside **Dr. John Kotter, Dr. Stephen Covey, and Tom Peters**
- 20+ years developing leaders in 34 of the Fortune 50 companies
- Practical, energetic approach that won't bore people with theory – leaders leave with tools they use Monday morning

5. High-Performance Collaboration

What clients are saying:

- "Our teams work in silos – need to break down barriers and get people working together"
- "Too much finger-pointing between departments when things go wrong"
- "We have talented individuals but they don't function as a cohesive team"
- "Need practical strategies for cross-functional collaboration and teamwork"
- "Want someone who can help us build championship-level teams, not just talk about it"

Mike's Approach:

- Team accountability frameworks from "Achieve with Accountability" applied at team level
- Breaking down silos through culture shaping and ownership mindsets
- Practical collaboration tools teams can implement immediately
- Fortune 50 cross-functional execution strategies
- Building trust, psychological safety, and shared ownership

6. Flawless Execution

What clients are saying:

- "Great strategy, terrible execution – we don't finish what we start"
- "Too many priorities, nothing gets done with excellence"
- "The plan looks good on paper but falls apart in implementation"
- "Need help translating vision into concrete results our people can execute"
- "Tired of consultants who strategize but can't help us actually DO it"

Mike's Credentials:

- Former **Execution Practice Leader** for FranklinCovey (global consulting firm)
- Developed execution frameworks used by Fortune 50 companies
- Expert in turning strategy into measurable, trackable results
- "4 Disciplines of Execution" implementation experience
- Operational excellence methodologies proven across industries

7. Sales/Annual Kickoffs & Team Motivation

What clients are saying:

- "Need high-energy opening keynote to fire up the team"
- "Want practical content, not just motivational fluff"
- "Theme is 'adapt or die' / 'winning in new economy' / 'breakthrough performance'"
- "Previous year's results were rough – need to rebuild confidence and momentum"
- "Sales team needs energy and motivation to hit aggressive targets"
- "Want accountability + ownership themes applied to revenue generation"
- "Need keynote on speed, urgency, and competitive advantage"

Mike's approach:

- High energy, story-driven opening
- Competitive frameworks (7-Sided Pincer shows the battlefield)
- Speed and urgency as competitive advantage (Chapter 4 content)
- Distinction and differentiation (escaping commodity trap—Chapter 6)
- Leaves sales teams fired up AND equipped with frameworks

KEY INDICATOR WORDS/PHRASES

When you hear these in client conversations, think of Mike:

HOT TOPICS (AI/Future)	CORE EXPERTISE
• Artificial Intelligence • Future of Work • Disruption • New World of Work • Brand You / Personal Brand • Distinction / Differentiation • Agility / Adaptability • Innovation • Resiliency	• Accountability • Change Leadership • Culture Shaping • Leadership Development • Employee Engagement • Execution / Performance • Trust • Ownership • Collaboration / Teamwork

Also relevant:

Alignment • Coaching • Communication • Commitment • Decision Making • Emotional Intelligence • Excellence • Executive Presence • Focus • Growth • Influence • Management • Motivation • Peak Performance • Perseverance • Personal Development • Productivity • Vision

WHAT MAKES MIKE DIFFERENT

- **AI Expertise:** One of few speakers combining proven change methodology with practical AI/future work content 27 years, 34 Fortune 50 companies (not theory—proven implementation)
- **Direct collaboration** with Kotter, Covey, Peters (learned from the best)
- **Award-winning author** ("Achieve with Accountability")
- **NEW BOOK:** 244-page manuscript complete, release April 2026
- **Signature frameworks** with names (7-Sided Pincer, 5-Ingredient Kryptonite)
- **Story-driven**, not lecture-heavy (opens with Mikey Calabrese, Philadelphia longshoreman)
- **Practical action steps** audiences use Monday morning (not "someday")
- **High energy** without fluff (substance + style)
- **Consistent 4.8+ ratings** across 35-45 annual keynotes

MIKE IS PERFECT FOR

- Organizations facing AI disruption or major technology changes
- Companies undergoing transformation, merger, or reorganization
- Leadership conferences, retreats, and development programs
- Annual meetings and sales kickoffs needing energy + substance
- Industry associations addressing "Future of [Industry]" themes
- Teams struggling with accountability, culture, or change fatigue

SAMPLE KEYNOTE TITLES

- Distinct or Extinct: Thriving in the Age of AI
- The 7-Sided Pincer Movement: Your 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
- CEO of Your Career: Taking Control in Uncertain Times
- High-Performance Collaboration: Breaking Down Silos
- The Speed Advantage: Velocity as Competitive Edge

BOTTOM LINE

When clients mention AI, Future of Work, Change, Accountability, Culture, or Leadership—
and they want someone with Fortune 50 credibility who's also engaging and practical—

THINK MIKE EVANS