

MIKE EVANS | KEYNOTE TOPICS SAMPLING

All Fully Customizable to Theme and Audience

DISTINCT OR EXTINCT: Thriving in the Age of AI

Based on the Complete Book Manuscript • Chapter 1-10 Content (Wiley, February 2026)

By 2034, experts predict 80% of jobs will be transformed or eliminated. Your people aren't asking "if" anymore, they're asking "how fast?" and "what do I do?" This keynote delivers both the threat assessment AND the defense system.

THE SETUP: Opens with Mikey Calabrese (Philadelphia longshoreman, 1956) and Chen Wei (Shanghai port supervisor, 2024). Same disruption, same blindspot, 70 years apart. Your audience sees themselves in these stories immediately.

THE FRAMEWORKS:

- The 7-Sided Pincer Movement (Chapter 1) — All seven forces attacking jobs simultaneously, not AI alone
- The 5-Ingredient Kryptonite defense (Chapters 3-7) — Specific, actionable strategies to become irreplaceable

THE OUTCOME: Audiences understand ALL disruption forces, develop uniquely human capabilities AI cannot replicate, build distinction that makes them indispensable, and leave with a 90-day action plan (Chapter 9).

PERFECT FOR: Annual meetings, leadership conferences, industry associations facing digital transformation, any organization where workforce anxiety about AI is undermining performance

AUDIENCE OUTCOMES:

- See the complete battlefield (not just AI in isolation)
- Understand why speed matters more than strength
- Develop capabilities AI cannot replicate (creativity, judgment, relationships)
- Build personal distinction in commoditized markets
- Implement frameworks Monday morning (not "someday")

LEADING CHANGE: Proven Strategies for Any Organization

Based on 27 Years Implementing Kotter, Covey, Peters Methodologies

Most change initiatives fail because leaders confuse panic with urgency, rely on outdated methodologies, or underestimate change fatigue. Mike spent 27 years working with 34 Fortune 50 companies, including direct collaboration with Dr. John Kotter, implementing successful transformations.

THE REALITY: Your organization is already changing. The question isn't "Should we change?" It's "Can we change fast enough?" (Chapter 4: SPEED)

THE FRAMEWORKS:

- Kotter's proven 8-step methodology adapted for the AI era
- True urgency vs. false urgency vs. complacency (Chapter 2)
- Accelerating change when people are already exhausted
- Building guiding coalitions that actually drive results

THE OUTCOME: Leaders master true urgency (not panic), overcome resistance using proven Fortune 50 frameworks that work in any organization, maintain momentum through multiple simultaneous changes, and build cultures where change becomes competitive advantage.

PERFECT FOR: Organizations undergoing transformation, mergers, technology adoption, restructuring, or facing change fatigue from multiple previous initiatives

AUDIENCE OUTCOMES:

- Distinguish between true urgency, false urgency, and complacency
- Apply Kotter's 8 steps to current organizational challenges
- Overcome resistance without relying on crisis or fear
- Maintain transformation momentum when teams are exhausted
- Build guiding coalitions that drive execution, not meetings

ACHIEVE WITH ACCOUNTABILITY: Creating an Ownership Culture

Award-Winning Book + Proven Results Model Framework

Victim mentality. Excuse-making. Finger-pointing. "That's not my job." These cultural diseases destroy execution and demoralize teams. Mike is the award-winning author of "Achieve with Accountability" (Wiley) and brings his proven Results Model framework.

THE REALITY: Most organizations have talented people producing mediocre results because the culture tolerates below-the-line thinking and behavior.

THE FRAMEWORK:

- Results Model: Experiences → Beliefs → Actions → Results
- Above the Water vs. Below the Water accountability model
- Shifting from "waiting to be told" to "what else can I do?" (Chapter 7: LEADERSHIP AT ALL LEVELS)
- Fostering alignment, focus, and engagement simultaneously

THE OUTCOME: Teams eliminate blame culture, drive ownership at all organizational levels, take personal accountability for results, and shift from victim to owner mindset.

PERFECT FOR: Sales kickoffs, leadership development programs, teams struggling with execution, organizations with cultural dysfunction or finger-pointing.

AUDIENCE OUTCOMES:

- Identify below-the-line thinking in themselves and teams
- Apply the Results Model to shift from victim to owner
- Drive ownership without relying on titles or authority
- Foster alignment (we're going there), focus (this matters now), and engagement (I'm all in)
- Create cultures where "what else can I do?" replaces "that's not my job"

CEO OF YOUR CAREER: Taking Control in Uncertain Times

Based on "Distinct or Extinct" Chapter 10: THE CHOICE

Waiting for your company, your boss, or "leadership" to save your career? You're already behind. In the age of AI, globalization, and disruptive competition, YOU are the CEO of your life, career, and destiny.

THE REALITY: The social contract is broken. Loyalty doesn't guarantee security. Experience doesn't guarantee relevance. Your job isn't safe because you're good at it—it's only safe if you're irreplaceable.

THE FRAMEWORKS:

- The Two Paths: Learners vs. Learned (Chapter 2)
- TALENT: Developing new skills daily, not annually (Chapter 5)
- DISTINCTION: Escaping commoditization in your market (Chapter 6)
- Building career resilience and anti-fragility

THE OUTCOME: People shift from "learned" to "learner" mindset, develop new competencies continuously, differentiate themselves in commoditized markets, and build career resilience that makes them valuable anywhere.

PERFECT FOR: Individual contributors, mid-level managers, anyone feeling uncertain about job security, professionals in industries undergoing disruption

AUDIENCE OUTCOMES:

- Take radical ownership of career trajectory (not waiting for company to invest in them)
- Develop new skills daily through deliberate practice
- Build distinction that makes them indispensable
- Navigate disruption with confidence rather than fear
- Become "learners" who inherit the earth vs. "learned" equipped for a world that no longer exists

FUTURE-PROOF: Your Defense Against Disruption

The Complete 7-Sided Pincer Movement Analysis

Revolutionary software. White-collar robots. Global competition. Outsourcing. Digital disruption. Disruptive business models. And AI accelerating all of it. These seven converging forces are attacking from every direction simultaneously.

THE REALITY: Organizations and individuals who understand this battlefield can deploy an integrated defense. Those who don't become case studies in extinction (Chapter 1: The Ghost Port).

THE FRAMEWORKS:

- The 7-Sided Pincer Movement (Chapter 1) — Complete battlefield assessment
- The 5-Ingredient Kryptonite defense (Chapters 3-7) — Integrated survival strategy
- Why AI alone isn't the threat—it's AI multiplying all six other forces
- Deployment: Your 90-day future-proofing plan (Chapter 9)

THE OUTCOME: Audiences see the complete competitive landscape, understand how disruption forces multiply each other, deploy the 5-Ingredient Kryptonite defense system, and move from reactive survival to proactive dominance.

PERFECT FOR: Industry conferences, executive retreats, strategic planning sessions, boards of directors, associations addressing "Future of [Industry]" themes

AUDIENCE OUTCOMES:

- Understand all seven forces, not just AI in isolation
- See how forces multiply each other (AI makes outsourcing more effective, robots accelerate globalization, etc.)
- Deploy IDEAS, SPEED, TALENT, DISTINCTION, LEADERSHIP as integrated defense
- Move from denial/survival to evolution/dominance
- Build organizations that thrive through disruption, not just survive it

HIGH-PERFORMANCE COLLABORATION: Breaking Down Silos

Based on Fortune 50 Team-Building Frameworks

Talented individuals who don't function as cohesive teams. Departments working in silos. Finger-pointing when things go wrong. These dysfunction patterns cost organizations millions in lost productivity and missed opportunities.

THE REALITY: In the age of AI and speed (Chapter 4), organizations can't afford slow decision-making or internal friction. The fast eat the slow. And silos make you slow.

THE FRAMEWORKS:

- Building championship-level teams (Chapter 5: TALENT)
- Fostering trust and psychological safety
- Establishing shared ownership across departments
- Executing with excellence under pressure

THE OUTCOME: Teams break down silos, establish trust-based collaboration, execute with speed and precision, and create psychological safety where best ideas win regardless of hierarchy.

PERFECT FOR: Cross-functional teams, newly formed leadership teams, organizations struggling with departmental silos, mergers requiring integration

AUDIENCE OUTCOMES:

- Build trust quickly using proven Fortune 50 frameworks
- Create psychological safety where people challenge ideas, not each other
- Establish shared ownership across silos
- Execute with speed when collaboration is required
- Transform from "my department" to "our company" thinking

THE SPEED ADVANTAGE: Velocity as Competitive Edge

Based on "Distinct or Extinct" Chapter 4: SPEED

"In a world of change, the learners inherit the earth, while the learned find themselves beautifully equipped for a world that no longer exists. But speed isn't just about learning, it's about learning and applying faster than change happens."

THE REALITY: Nokia was the undisputed king of mobile phones in 2007. By 2013, they were irrelevant. Speed killed them. Not lack of talent. Not lack of resources. Lack of velocity. (Chapter 4 opening story)

THE FRAMEWORKS:

- True urgency vs. false urgency vs. complacency
- Rapid prototyping and fast iteration
- The fast don't just beat the slow—they eat the slow
- Building cultures where speed is advantage, not recklessness

THE OUTCOME: Organizations embrace true urgency, accelerate decision-making without sacrificing quality, prototype and iterate faster than competitors, and build velocity as sustainable competitive advantage.

PERFECT FOR: Organizations stuck in "planning mode," industries where speed determines winners, sales teams needing faster pipeline velocity, R&D teams requiring faster innovation cycles

AUDIENCE OUTCOMES:

- Distinguish between true urgency (opportunity-driven) and false urgency (crisis-driven)
- Accelerate decision-making using Fortune 50 frameworks
- Build rapid prototyping and iteration capabilities
- Overcome "analysis paralysis" and "ready, aim, aim..." syndrome
- Create cultures where speed is celebrated, not punished

CUSTOMIZATION NOTES

Every keynote is fully customizable to your:

- Event theme and conference objectives
- Industry-specific challenges and disruptions
- Audience composition (executives vs. individual contributors vs. mixed)
- Desired outcomes and action steps
- Time allocation (45, 60, or 90 minutes)

Mike works directly with event planners to ensure content hits your specific objectives. Not cookie-cutter. Not one-size-fits-all. Every experience is custom-built for your audience and their challenges.

WHAT MAKES THESE KEYNOTES DIFFERENT

Most speakers: Inspire with motivational stories

Mike: Equips with battle-tested frameworks

Most speakers: Describe the problem

Mike: Delivers the defense system

Most speakers: Generic advice

Mike: Specific action steps from proven, applied, research based solutions detailed in the book

Most speakers: Theory from research

Mike: Frameworks from 27 years, 34 Fortune 50 companies

Most speakers: Lecture-heavy

Mike: Story-driven, energetic, practical

INDUSTRIES SERVED

Healthcare & Pharmaceuticals • Financial Services & Banking • Technology & Software • Manufacturing & Industrial • Consumer Products & Retail • Energy & Utilities • Agriculture & Food Production • Transportation & Logistics • Government & Defense • Associations & Non-Profits

TYPICAL ENGAGEMENT FORMATS

- 45-75 minute keynote (opening or closing general session)
- 90-minute breakout session (deeper dive with interaction)
- Half-day or full-day workshop (immersive learning with tools)
- Executive briefing (2-3 hours with leadership team)
- Virtual keynote (same impact, delivered remotely)

WHAT CLIENTS ARE SAYING

"Mike delivered the keynote at our annual leadership summit for 300 executives. The feedback was overwhelmingly positive, 9.6 out of 10. His frameworks on accountability and change leadership were exactly what our leaders needed. Six months later, people are still referencing his content in meetings. That's impact."

— Chief Learning Officer, Fortune 50 Healthcare Company

"We've hired dozens of keynote speakers over the years. Mike was different. He combined deep credibility with genuine energy and humor. Our team wasn't just inspired, they left with tools they could use immediately. Best ROI we've gotten from a speaker."

— VP of Sales, Technology Services Company

"Mike's content on AI and the future of work was exactly what our members needed. He made a complex, scary topic accessible and actionable. The evaluations were off the charts, 4.86 out of 5. We're already booking him for next year."

— Executive Director, National Association

"High energy, zero fluff, and immediately practical. Mike opened our annual meeting and set the perfect tone, our people left fired up and equipped. I can't recommend him highly enough."

— Director of Learning & Development, Manufacturing Company

"Mike worked with us to customize his keynote for our industry and our specific challenges. The result? Content that felt like it was built just for us. Our executives are still implementing his frameworks six months later."

— SVP Human Resources, Financial Services

BOOKING INFORMATION

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Consistent 4.8+ ratings. 35-45 keynotes annually. Proven Fortune 50 track record.