EQUALMAN



ERIK QUALMAN

Biography

#1 Bestselling Author and Keynote Speaker Erik Qualman has performed in over 60 countries and reached 60 million people.

His book, ***Digital Leader,*** propelled him to be voted the 2nd Most Likeable Author in the World behind the Harry Potter series. His ***Socialnomics*** work has been on 60 Minutes to the Wall Street Journal and used by the National Guard to Nordstrom to NASA.

What Happens in Vegas Stays on YouTube helped Qualman be listed by *Forbes* and *Fortune as a* Top 100 Influencer. Qualman was formerly a sitting professor at Harvard & MIT's edX. His books are used in over 500 universities, and he received an honorary doctorate for his groundbreaking work.

His latest book, ***The Focus Project***, is a guide to thinking and achieving BIG vs BUSY.

Qualman is also the inventor of the bestselling board game Kittycorn. Most importantly, he's still trying to live up to the "World's Greatest Dad" coffee mug he received from his wife and two daughters.

"His depth of insight and breadth of examples have prompted us to shift our thinking." **— Starbucks**

TOPIC 1

Artificial Intelligence



TRANSFORMING YOUR FUTURE... TODAY

We don't have a choice on whether we digitally transform via AI. The choice is how well we do it. As a leading futurist, professor, and author, Erik Qualman is at the forefront of the AI revolution and the impact it's having across all sectors.

The key is not only leveraging AI, social media, IoT, mobile, AI, and Blockchain, but more importantly, understanding how they work together to drive successful outcomes like ***winning customers,*** *employee retention, and beyond. In short, it's about getting to* ***artificial relevance.***

1. Using AI to make your organization more efficient and human
2. Overcoming the challenges these new technologies present including successfully navigating ethical implications, job adjustments, algorithmic bias, employee retention, privacy, security, and more
3. Striking the right balance between AI and Eye-to-Eye (Jetsons + Flintstones)

This session will give you timeless tips on how to stay ahead today and tomorrow.

TOPIC 2

Focus

HOW TO FOCUS IN AN UNFOCUSED WORLD | BIG VS BUSY

*It seems impossible to focus in this unfocused world. Yet, the main difference between winners and losers in this era of quantum change and distraction is … Focus. Winners are constantly focusing on **BIG** things versus **BUSY** things. While it sounds simple, it's not easy.*

*The **#1 killer** of promising careers, teams, and businesses is a lack of focus. We either try to do too much, get easily distracted, or put our time, treasures, and talent into the wrong buckets. Qualman shares insights from his #1 Bestselling book, **The Focus Project**, providing practical techniques to make focus a daily habit. Learning to focus in this unfocused world is a modern superpower. How and what we focus on today will determine our growth and success tomorrow.*

KEY TAKEAWAYS:

1. Being the change vs fearing the change
2. Making focus a daily habit
3. Going Big vs Busy

CUSTOM LOGO GLASSES →





Digital Leadership

FUTURE PROOFING YOU AND YOUR ORGANIZATION

TOPIC 3

Leaders this digital decade are made—not born. We don't have a choice on whether we transform, the choice is how well we do it. The key is understanding & never forgetting the powerful harmony between the offline and online. While technology changes every second; human nature never does.

*Based on profound and practical research, Qualman showcases the **5 Habits** that drive **success & happiness** for employees, partners, and customers. Qualman reveals new techniques including Posting-It-Forward, **Being Flawsome™**, Socialnomics™, **1 to 10**, and other insights that will transform your audience & organization. Learn how to stay a year ahead of your competition but never a year ahead of your market.*

Key Takeaways:

1. The 5 Digital Leadership Habits of leading organizations.
2. New methods of innovation.
3. Future Proofing top-line and bottom-line growth.

This entertaining, educating, and empowering experience will provide your audience with the tools and knowledge needed today, and tomorrow, to drive quantum personal + organizational change.



ERIK QUALMAN

5x #1 Bestselling Author & Keynote Speaker

TOPIC 4

Innovation by Design

BEING THE DISRUPTOR VS THE DISRUPTED

*To ensure you are the **disruptor** versus the **disrupted**, you must understand societal shifts and instill a culture of creativity around them. This session looks at key future trends and their impact on your organization. Qualman provides the roadmap for your organization's continual transformation by fostering a culture of daily **innovation**. After all, most innovation is evolutionary versus revolutionary. Leap over the competition by landing on a foundation of progressive and practical innovation principles. Future forward.*

Erik's supporting books: Digital Leader, Socialnomics, What Happens in Vegas Stays on YouTube



TOPIC 5

Socialnomics

WINNING CUSTOMERS' HEARTS + MINDS AT SCALE

Based on his #1 Bestseller, Qualman dives into the powerful concept of Socialnomics. ***Word of Mouth*** *is on digital steroids and has transformed into World-of-Mouth. Organizations must learn the new rules of social, mobile, data, AI, and beyond or they will miss this once-in-a-generation opportunity to earn customers'* ***loyalty*** *and drive long-term success. Socialnomics is the key to* ***winning customers' hearts, minds, and wallets.***

Erik's supporting books: Digital Leader, Socialnomics, What Happens in Vegas Stays on YouTube







We'd love to partner!

TERADATA

Google

Whirlpool CORPORATION

TikTok

NASA

Microsoft

StateFarm



*“Equalman **raised the bar** to a new high that few will be able to match. His presentation delivered a perfect mix of **thought leadership**, trends, and the building blocks required to thrive in this era.”*

PlayStation

ENTERTAIN. EDUCATE. EMPOWER.

*"Qualman's messaging **made a difference** with our cast members. Our board even requested green glasses!"*

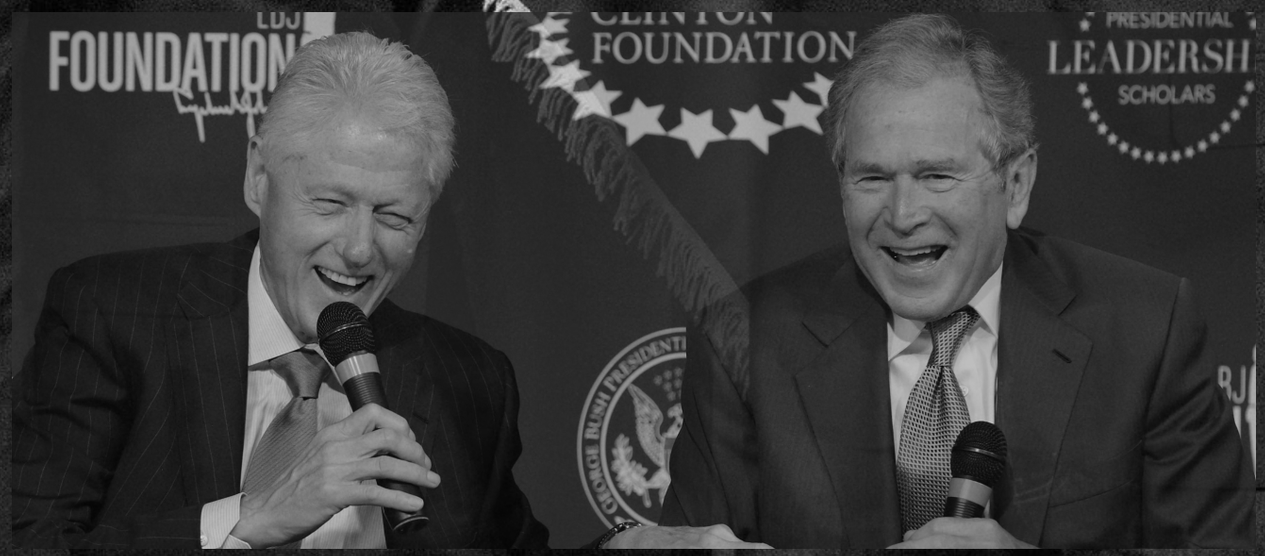
Disney

“Equalman's presentation was the most important presentation — in terms of immediate impact in how I approach my job — that I have sat through in 10 years!”

EQ@EQUALMAN.COM

“Qualman was dynamic and inspiring. We appreciated that he tailored his presentation to suit our agency and audience. He was excited to engage with the audience and he incorporated themes and talking points from earlier presentations into his block, which made his message even more relevant.”

FBI



NYU

“Qualman is to Digital Leadership what Deming is to quality and Drucker is to management.”

– Scott Galloway, NYU Professor



Custom Logo Glasses

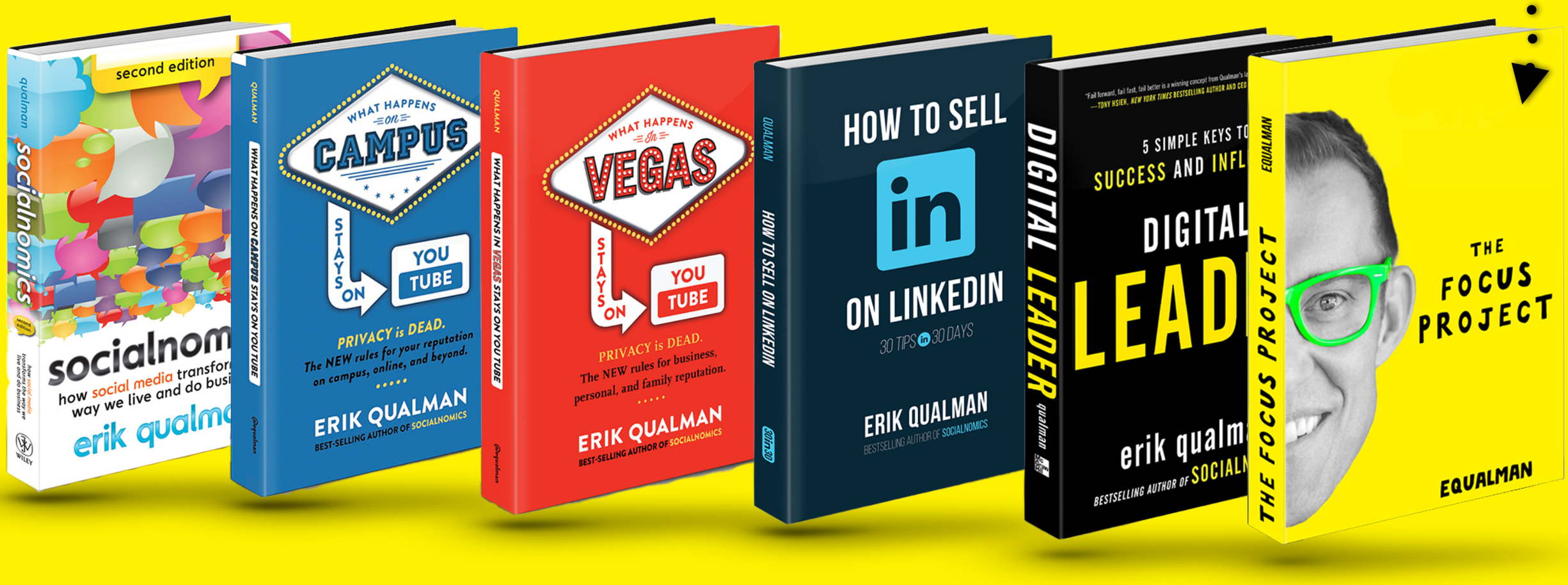








CUSTOM COPIES OF THE FOCUS PROJECT



Custom Books



We will promote your event with a custom video (includes animation)

Branded glasses for attendees – any color





Custom Book Signings



CUSTOM HITACHI BOOKS



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THANK YOU!

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