

When should I submit Dr. Bontis for a program?

- When a client wants to hire a speaker that is funny, has lots of energy to burn, with rock solid credibility as well as practical and provocative content.
- When a client wants to inspire and motivate the audience with an experienced and dynamic speaker.
- When a client is looking to accelerate individual, team or organizational management performance.

Who is the best audience for Nick?

- Nick spans the boundaries comfortably and smoothly with all audiences from CEO's and government officials to front-line employees and students.
- Nick's client list spans across a variety of industries in both business and government in dozens of countries.
- He has presented effectively to both large corporations with thousands of front-line employees and to small management groups of a dozen executives.

What is Nick best known for as a keynote speaker?

- Energy, passion and enthusiasm – Nick delivers fast-paced presentations that find him prowling the room, popping animated slides on the screen or spilling water from a glass to illustrate ideas.
- Entertaining delivery style with thought provoking content – Nick has an amazing ability to deliver critical business content in a way that makes it fun (and at times hysterical), but gets the message across so you won't forget it.
- Credibility and well-honed intellect – Nick has pioneered innovative courses and executive training that have become world-renowned. He is recognized as one of the most often-cited researchers in his field.
- He has justifiably developed a solid reputation as a rigorous thinker and impactful researcher as well as an insightful and engaging presenter of new perspectives on strategy and management.
- He is continuously and successfully pioneering new research and management techniques with one-eye (always) towards the future.

When does Nick shine the brightest?

- Nick is often recognized as the highest rated speaker at most events he speaks at.
- It would be best to position Nick as: i) an opening plenary keynote speaker that will spark the enthusiasm of all your attendees, or ii) a closing plenary keynote speaker that will integrate the key themes of your event, or iii) a mid-day plenary keynote speaker to re-energize the audience.
- He is also perfect for executive round-table sessions or follow-up seminars for audiences who want to dig deeper into your chosen theme.

How does Nick relate to each audience member?

- Nick is a fantastic storyteller and often walks through the audience if the layout permits. He provides direct insight into many aspects of everyday life such as dealing with email, playing with your children, working in teams and managing employees.
- His presentations are very interactive and he often seeks the help of a volunteer which allows Nick to provide specific activities that all of the audience can directly relate to.

What is most unique about Nick as a keynote speaker?

- Nick has over 25 years of experience in the world of professional speaking.
- He is one of the very few keynote presenters that can actually relate directly to the bulk of your audience, from your most senior and seasoned veterans, to your young and “just-out-of-school” rookies.
- There is a mass retirement of baby boomers expected in the coming years and drastic changes are predicted in management. Baby boomers will be replaced by Gen Xers with millennials thereafter, and the transition is not expected to be smooth. There are very few business speakers available that have both the expertise and undeniable appeal of Dr. Bontis.
- Nick’s topic is very timely. Decades of intellectual capital (i.e., the brainpower of an organization) will be retiring in the near future leaving the remaining workforce struggling with lost expertise. Much of this expertise is essential to the smooth functioning of organizations. There is a real threat of decreased productivity and competitiveness for individuals, teams and organizations who don’t take this threat seriously. Proper steps must be taken early on in order to ensure a smooth transition to the next generation. At no time in previous history have organizations NEEDED an intellectual capital expert like Dr. Nick Bontis to help navigate them through this quagmire.
- He is de facto the world’s leading expert in his field and can provide the stimulus and action-oriented takeaways that will make each of your audience member remembering him forever.

What is the best closing strategy for booking Nick?

- Send them to Nick’s website at www.NickBontis.com
- Have them review his highlight video on the website
- Make note of his testimonials, and client list by industry and by function
- Recommend that you contact him directly by email nbontis@mcmaster.ca
- Suggest that you setup a conference call directly with Dr. Nick Bontis so he can work with them one-on-one

Who is Nick most similar to?

- Nick has been described as Albert Einstein meets Robin Williams with an urban style and athletic twist

What are his presentations' main learning outcomes?

- Improve your ability to manage change
- Boost productivity and efficiency
- Promote knowledge sharing vs. hoarding
- Speed up innovation
- Avoid waste and duplication costs
- Enhance team collaboration and coordination
- Retain loyal and committed talent
- Achieve industry leading competitiveness
- Cope with information bombardment
- Leverage time saving practices
- Strategize for the future
- Understand disruptive technological trends

What speaking categories does he fall under?

- Business
- Management
- Motivation
- Leadership
- Change
- Teamwork
- Future, technology and trends
- Human resources
- Sales and marketing
- Personal and professional development

What is Dr. Bontis' experience by industry? and by function?

- | | |
|----------------------------|--------------------------|
| • Associations | • C-level |
| • Education | • Accounting |
| • Financial | • Finance |
| • Government & NPO | • Human Resources |
| • Healthcare | • Sales & Marketing |
| • Hospitality | • Information Technology |
| • Manufacturing & Consumer | |
| • Professional Services | |
| • Real Estate | |
| • Technology | |

Note: See the following for a client list and sample testimonials:

www.NickBontis.com/BontisClients.pdf

What's his positioning statement?

Problem

Today's turbulent business environment is nothing compared to the chaotic world that's around the corner. There are three levels of analysis that require fundamental changes to accelerate your management performance: individuals must increase productivity, teams must increase collaboration, and organizations must increase innovation.

Credibility

Ranked among the Top 30 management gurus world-wide, Dr. Nick Bontis is recognized by *Harvard Business Review* and *Fortune Magazine* as "a pioneer and one of the world's real management experts." *Maclean's Magazine* has rated him as one of "McMaster University's most popular business professors for six years in a row!" He is also a 3M National Teaching Fellow, an exclusive honour only bestowed upon the top university professors in the country and is considered Canada's Nobel-prize of teaching! Considered Canada's top executive education professional, Professor Bontis is consistently rated among the best keynote speakers world-wide. He has won over a dozen teaching awards as a tenured professor of strategy and has over 130 peer reviewed publications, 4 best-selling books, and 41,000+ citations on Google Scholar. He is a world-renowned management consultant and has delivered hundreds of dynamic keynote presentations for clients over the last 25 years.

Transformation

During Dr. Bontis' enlightening, dynamic, humorous and action-packed keynote presentation you will learn how to:

- cope with information bombardment
- improve your ability to manage change
- lift productivity and efficiency
- speed up innovation through collaboration
- achieve industry leading competitiveness
- determine what immediate leadership action you can take tomorrow

Decision Matrix

This useful “decision matrix” can assist both sales staff and event producers. It outlines how his three standard keynote presentations fit with the problems and actionable outcomes the audiences experience.

Dr. Nick Bontis

Keynote Speaker – Positioning Matrix

Theme	Productivity	Collaboration	Inimitability
Level of Analysis	Individuals	Teams	Organizations
Best Audience	All levels of employees from front-line to supervisors to executives	Cross-functional teams, functional groups or structural departments	Middle-level managers to senior executives and business owners
Problem	Loss of productivity	Lack of integration	Minimal innovation
Symptom	Decreased time available for work	Lower levels of knowledge sharing	Decreased revenue and profit
Keynote	Leadership & Productivity	Collaboration & Communication	Inimitability & Growth
Lesson Learned	Increase time available for work	Increase knowledge sharing	Increase revenue and profit
Actionable Outcome	Improved worker productivity	Accelerated collaboration	Improved business performance