



## **SCOTT MCKAIN PROGRAM DESCRIPTION**

### **Standing Out and Moving Up in Times of Change**

*While every program is custom-designed specifically for your franchise, Scott engages his audience on the following topic and provides the following takeaways for your attendees:*

Change is certainly not a novel phenomenon, but in many ways the pace of change we are currently experiencing is new. How franchises — and individual professionals — deal with the issues of a rapidly changing and highly competitive environment are critical to both future success and current productivity. Scott McKain's programs will outline how franchises – and the professionals who work for them – should deal with change. And, he offers compelling insights on how to sell, serve, manage and lead...even when the future is uncertain.

*Key takeaways:*

- The specific steps you must take to create distinction
- The Four Cornerstones of Distinction required to stand out and move up in times of change
- The importance of personal responsibility in creating compelling experiences in today's culture