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Business Futurist & Keynote Speaker

PROGRAM DESCRIPTION

Title #1: Embracing Disruptive Innovation

Title #2: Surviving COVID-19 (for Business)

Description:

The COVID-19 pandemic has dramatically disrupted our economy, and many franchises are impacted directly. Franchisees need to (1) survive, (2) pivot, and (3) rebuild after the crisis. This session covers eight trends that are accelerating as a result of the pandemic and quarantine. They follow the convenient acronym SALVAGED: Self-sufficiency, Analytics, Liquidity, Virtualization, Automation, Government, Exponential thinking, and Decentralized. This session will also cover other forms of disruption and provide strategic models to both anticipate and profit from disruptive innovation within your industry.