



SCOTT KLOSOSKY

Technology Speaker, Author, Consultant
Founder, TriCorps Technologies

LEADING THROUGH DISRUPTION SURVIVE AND THRIVE IN THE DIGITAL TRANSFORMATION

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing

Global Change +
Thought Leadership



Technology +
Leadership



Cybersecurity
Awareness

Leading in Disruption: Navigating the Digital Transformation

Every leader inside every organization is currently facing the monumental task of maturing their tools, processes, and people in a world dominated by technology. The ultimate health of every organization is based on how well this transformation occurs. In a thought-provoking and inspiring presentation, Scott walks you through the digital transformation and its formidable impact on your industry.

Scott considers technologies that are currently impacting your sector, including the Internet of Things, automation, wearable devices, cashless society, cybersecurity, hyper-personalization, and much more. He peppers this talk with real world examples of organizations that have navigated the digital transformation successfully and those who have not. He also uses interesting and humorous anecdotes from his work as a CEO, technologist, and consultant to provide illustrations of the steps leaders must take to pilot their organizations through a world that is evolving at breakneck speeds.

The goal of this presentation is to encourage leaders in their ability to use technology to make their organizations more efficient, effective, and capable of adapting to a rapidly changing marketplace.

LEARNING OBJECTIVES

- ✓ Consider the influence innovative technologies are having on your industry
- ✓ Understand how technology can be used to make your organization more efficient, effective, and capable of adapting to a rapidly changing marketplace
- ✓ Develop “high beam” thinking, looking out into the future to spot trends that will disrupt your industry
- ✓ Creating RIVERS OF INFORMATION® to help you grow your technology IQ more quickly and effectively
- ✓ Form a “technology halo” so customers can recognize the ways you use technology to offer them convenience and ease

BEST AUDIENCE

Managers, Executives, C-level leaders,
Business Owners



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BUILDING A DIGITALLY MATURE ORGANIZATION

TOPICS / CATEGORIES

Futurist + Trends
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Sales +
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Cybersecurity
Awareness

Leading in Disruption: Building a Digitally Mature Organization

Surviving digital transformation will require organizations to vastly improve their digital maturity. To do so, leaders must first understand where their organization currently stands and ways they can improve.

Scott has developed a model outlining nine dimensions of digital maturity. This model includes a measurement of your leadership's technology IQ, systems of engagement and record, data maturity, and ability to navigate risk. There are important considerations required in each area to develop digital maturity.

Digital transformation is more than just the "Uberization" of your industry. It rewards those that use technology to more effectively serve customers, those who create efficiency, and those who use technology to gain a competitive advantage. Scott works with leaders across a variety of sectors and organizations of all sizes, helping them improve their digital maturity. These experiences inspired him to develop a world class online assessment focused on digital maturity.

In this presentation, the emphasis is on helping leaders measure where their organization currently stands with its ability to use digital strategies to win in the market.

Attendees will learn how to apply this digital maturity model to their own organization and take away practical ideas they can apply to their own organization. As a bonus, Scott will provide attendees with a complimentary sample of an online digital maturity assessment.

LEARNING OBJECTIVES

- ✓ Understand how the proper implementation of digital tools can make your organization thrive in transformation
- ✓ Learn the 9 dimensions of digital maturity, and prioritize them based on the needs of your organization
- ✓ Apply the Digital Maturity Model properly inside your organization
- ✓ Delivery of a complementary online digital maturity assessment sample to all attendees

BEST AUDIENCE

Managers, Executives, C-level leaders, Business Owners, Entrepreneurs, Associations.



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The Blueprint for Your Technology Halo **Harness Data Like the World's Most Successful Companies**

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy

Sales +
Marketing

Global Change +
Thought Leadership

Technology +
Leadership

Cybersecurity
Awareness



Tapping Technology's Greatest Resource: Wielding Data as a Weapon

Netflix knows the movie you want to watch. Starbucks knows when you want a cup of coffee. Facebook knows everyone you've ever met. You can order from Amazon at the push of a button. How? DATA.

These companies are using data to serve their customers in revolutionary ways. A "technology halo" is when you use technology so effectively to serve constituents that they take notice. When you don't provide this, they also notice. Like it or not, your services are being compared now to the companies listed above.

Data gives you a view into your customers that was once inconceivable. However, turning raw data into intelligence is a painstaking process.

Scott has spent decades helping organizations use data in inspired ways.

In this program, he shares how to use data to more effectively reach and serve constituents.

Scott walks leaders through the process of turning data into intelligence, how to use data like the world's most successful organizations, and how to get customers buzzing.

LEARNING OBJECTIVES

- ✓ Learn how to use the Data-Information-Knowledge-Wisdom (DIKW) chain to make better decisions faster.
- ✓ Maximize the data you are collecting from your customers and team members
- ✓ Build a digital revenue engine to allow data to flow properly throughout your organization
- ✓ Develop a comprehensive list of the types of data you need to collect, giving you insights you've never considered
- ✓ Use data the way leading edge organizations do to make their customer experiences spectacular

BEST AUDIENCE

Managers, Salespeople, Marketing Executives, C-level leaders, Business Owners, Entrepreneurs, Associations.



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SCOTT KLOSOSKY

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Data Intelligence, Not Obesity **Amplify the Power of Data Without Becoming Overwhelmed**

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy

Sales +
Marketing

Global Change +
Thought Leadership

Technology +
Leadership

Cybersecurity
Awareness



Tapping Technology's Greatest Resource: Wielding Data as a Weapon

Exabyte...petabyte...zettabyte, oh my! The amount of data in the world right now is astronomical. It's mind boggling, and it's exponentially increasing. If data were grains of rice, the surface of the planet would be more than covered in it. How do we make sense of this data? It's an ongoing challenge.

The opportunity to collect data must be balanced with the ability to turn this data into actionable intelligence that improves efficiency and reach. Data gives you a view into your customers that was once inconceivable. You can learn the obvious purchase pattern behavior, but today we have access to demographic, social, and even psychographic data. Is it all too much?

The ultimate process of turning raw data into intelligence is painstaking, but incredibly rewarding. Scott has spent decades helping organizations use data in inspired ways. In this talk, he reveals a process to convert raw data into wisdom, allowing you to make smarter decisions faster, build your own technology halo, and get customers talking.

Scott Klososky has spent decades helping organizations use data in inspired ways. In this program, Scott shows leaders a process they can use to convert raw data into wisdom, allowing them to make smarter decisions faster, build their own technology halo, and get customers talking.

LEARNING OBJECTIVES

- ✓ Understand the DIKW (Data-Information-Knowledge-Wisdom) Chain and how it helps you discover the truth
- ✓ Identify the amount of data that is right for your organization
- ✓ Evaluate how data intelligence tools can help you parse overwhelming amounts of data
- ✓ Examine creative ways other organizations are using visualization to make data come alive
- ✓ Reflect on ways you can serve customers more effectively, by using data to better understand them

BEST AUDIENCE

Managers, Marketing Executives, C-level leaders, Business Owners, Entrepreneurs, Associations.



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SCOTT KLOSOSKY

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LIVING ON THE BLEEDING EDGE GAME CHANGING TECHNOLOGIES TO DOMINATE YOUR INDUSTRY

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing



Global Change +
Thought Leadership



Technology +
Leadership



Cybersecurity
Awareness

The Future is Here: Harnessing Tomorrow’s Technology Today

Digital tools are increasing the speed of change and disrupting the dynamics of industries overnight. Examples like self-driving cars, artificial intelligence, robotics, 3D printing, digital payments, and the impacts they will have on industries highlight the need for leaders to constantly be searching the horizon to anticipate changes and impacts in their market. In this program, Scott zeros in on the technology innovations and digital tools that will be disruptive. He also shows how leaders can use these tools to develop a competitive advantage and stay ahead of the pack.

Scott tailors each presentation to the technologies that will impact the audience based on specific market and industry. The content is thought leading, informative, practical, and inspiring.

His goal is to show leaders how to become “high beam” leaders, which are leaders who can look out into the future

anticipating what’s coming. Instead of being surprised by disruption, they can seize it to make their organizations stronger.

Scott Klososky has spent decades helping organizations apply high beam leadership techniques.

LEARNING OBJECTIVES

- ✓ Develop the skills to become a “High Beam” leader to anticipate and exploit market shifts that will impact your industry
- ✓ Decide if and when to onboard these technologies
- ✓ Seize disruption to make your organization stronger
- ✓ Build RIVERS OF INFORMATION® to help you aggregate data to benefit you and improve your technology IQ
- ✓ Understand how you, as a leader, can promote innovation within your organization

BEST AUDIENCE

Managers, Salespeople, Marketing Executives, C-level leaders, Business Owners, Entrepreneurs, Associations



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SCOTT KLOSOSKY

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ROBOTS & MACHINES, APPLY HERE: CREATING THE FUTURE OF WORK

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing

Global Change +
Thought Leadership



Technology +
Leadership



Cybersecurity
Awareness

The Future is Here: Harnessing Tomorrow's Technology Today

Will your next employee be a robot? This may sound like science fiction, but it's not; the future of work will look very different, and this makes many people uneasy. People are growing increasingly concerned that software and robotics will take human jobs forcing many to the breadlines. How do we ensure that the future of work is one that will benefit more than a select few?

Scott has been studying and architecting the shift from human driven tasks to technology driven processes throughout his career. He has developed the concept of HUMALOGY®, which helps organizations discover the proper blending of technology and humans to maximize effort.

Humalogy will play a key role in deciding what the future of work will look like. Through the lens of Humalogy, Scott helps you uncover the balance between humans and technology. We are in an era when technology is systematically integrating more and more into our lives. As this happens, the Humalogy balance is shifting. This has massive impacts on everything from the economy to people's feelings about their quality of life.

Scott's aim is to show you the impact technology will have over the next fifty years, how it will integrate into our lives and our bodies, and how staggering this all will be.

LEARNING OBJECTIVES

- ✓ Discover how leading edge technologies, such as implantable devices, autonomous robotics, the Internet of Things, and massive rivers of data, will come together to reshape our lives and industries
- ✓ Consider the positives and negatives of the technology integration of man
- ✓ Reflect broadly on how to position your organization for the coming dynamic changes
- ✓ Use Humalogy to uncover places where you should integrate technology into your organization and where human effort is still required
- ✓ Realize the steps we must take to ensure the future of work is a positive one for everyone, not just a select few

BEST AUDIENCE

C-Suite Executives, Human Resources, High Potential Employees.



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ASSET OR THREAT: WHAT ROLE DO YOU PLAY FOR YOUR ORGANIZATION IN CYBERSPACE?

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing

Global Change +
Thought Leadership

Technology +
Leadership



Cybersecurity
Awareness



Cybersecurity: The Battle in Cyberspace We Must Win

Any discussion of cybersecurity will inevitably include things like firewalls, network monitoring, and intrusion detection systems.

Having a strong perimeter around your organization's infrastructure is important. Yet even an organization with the strongest perimeter has one key vulnerability: its people.

In cyberspace, people, not infrastructure, are the most important asset or greatest weakness. This is very much dependent on their cyber IQ.

A breach will more than likely involve a member of an organization. This isn't necessarily done with malice. People make mistakes. They click on links or download files they shouldn't, accidentally offer up information to the wrong person, or even execute regrettable and costly money transfers.

These things happen, every day in fact. This program is designed to educate leaders and team members on developing good organizational cybersecurity while recognizing and thwarting a cyberattack.

In this presentation, Scott, who has spoken for at FBI Cyber Warfare conference and routinely provides cybersecurity training for a variety of companies, shows you how to best to protect yourself and your organization online.

LEARNING OBJECTIVES

- ✓ Analyze critical cyber breaches for practical lessons
- ✓ Understand what the bad guys want and the innovative ways they go about trying to get it
- ✓ Examine the latest techniques bad actors use to trick your team into giving them information or access to a network
- ✓ Determine how to protect your data in the eventuality of a successful breach
- ✓ Take practical steps to lower your risk of becoming the target of a cyber attack

BEST AUDIENCE

Business-side leaders looking to learn the fundamentals of cybersecurity, technology-side leaders looking farther into the future of cybersecurity, Chief Security Officers, Human Resources, all employees



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THE DARK SIDE: UNDERSTANDING THREATS IN THE ONLINE BATTLEFIELD

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing

Global Change +
Thought Leadership

Technology +
Leadership



Cybersecurity
Awareness



Cybersecurity: The Battle in Cyberspace We Must Win

The increasing dangers organizations face in cyberspace are as real as the headlines. A high-profile breach can cause enormous financial burden and have a reputation shattering impact.

In this presentation, Scott highlights the common attack vectors and methods that cyber criminals use to steal, ransom data, or otherwise digitally disrupt organizations. He will discuss the rising threat from a growing reliance on mobile devices to accomplish tasks and analyze the financial implications of falling victim to an attack, by examining some of the more devastating cyberattacks and the lessons leaders can learn from these cases. If desired, he can even take attendees on a tour of the Dark Web.

Scott will review the latest attack vectors and deliver critical information about cybercrime and how it can impact your organization. Scott shares insights to help you protect your organization from attack.

LEARNING OBJECTIVES

- ✓ Identify the specific people responsible for committing cybercrime
- ✓ Review the most innovative methods of attack
- ✓ Recognize that cybersecurity threats aren't always external; in many cases, the threats are internal
- ✓ Study the fundamentals of network protection
- ✓ Analyze the financial and reputational costs of a cyber breach on your organization

BEST AUDIENCE

Business-side leaders looking to learn the fundamentals of cybersecurity, technology-side leaders looking further into the future of cybersecurity; it can also be engaging for people of any level of their careers.



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PROTECTING OURSELVES IN AN INCREASINGLY CONNECTED WORLD

TOPICS / CATEGORIES

Futurist + Trends + Strategy



Sales + Marketing

Global Change + Thought Leadership

Technology + Leadership



Cybersecurity Awareness



Cybersecurity: The Battle in Cyberspace We Must Win

The Internet of Things, Cyber Warfare, Digital Pearl Harbor: The field of cybersecurity will only grow in its impact on people, organizations, and our world. What will the future bring?

In this presentation, Scott looks forward to tackling some of the challenges we will soon face in cyberspace. Will we witness a rise of surveillance on each of us, constant threats of digital attacks from state-sponsored actors, and bad guys attempting to seize control of our vehicles, our wearable devices, and our smart homes? These are some of the important topics that will be addressed in this presentation.

Scott is recognized for his unique future vision and his ability to extrapolate technology trends that will influence our world.

In this program, he points this capability toward the world of cybersecurity to explain why it will become one of the most critical elements of our future.

LEARNING OBJECTIVES

- ✓ Analyze the ways new technologies will impact the field of cybersecurity
- ✓ Evaluate how the Internet of Things remains an enormous threat to our infrastructure
- ✓ Identify the increasing danger from organized cybercrime
- ✓ Understand what each of our growing digital footprints will mean for our privacy
- ✓ Learn steps you can take to protect your devices, and yourself, in an increasingly connected world

BEST AUDIENCE

Business-side leaders looking to learn the fundamentals of cybersecurity, technology-side leaders looking further into the future of cybersecurity; it can also be engaging for people of any level of their careers.



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SCOTT KLOSOSKY

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MAPPING THE CUSTOMER JOURNEY: **SELLING IN A HYPER- PERSONALIZED WORLD**

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing



Global Change +
Thought Leadership

Technology +
Leadership



Cybersecurity
Awareness

Architecting the Hyper-Personalized Experience of the Future

What if you knew exactly what each of your customers REALLY wanted? Would that help you develop customer loyalty? If you could anticipate what each person wanted from you before they told you, how would that change your approach? Through use of big data and digital connections, you can individualize relationships with any client or prospect you value. A hot topic in marketing today is “hyper-personalization.” This is the process of gathering a deep level of information on your constituents, and then using that information to create loyal and valued relationships. This goes way beyond installing a CRM system!

Scott has been on the vanguard of digital marketing techniques since digital marketing was born. In this session, he combines his custom knowledge of your industry and digital marketing savvy to show attendees several new methods for driving business.

This includes using the process of “mapping the customer journey” to detail every touchpoint in relationships and how either a human or technology connection can be used to create a fantastic

experience. As a special bonus, Scott can provide sample templates and tools that are used to complete these processes, so attendees can create a strategic plan for their organization.

LEARNING OBJECTIVES

- ✓ Build relationship journey maps inside your organization that detail every touch point of engagement
- ✓ Find the HUMALOGY® balance, using technology to augment human effort and wow customers
- ✓ Create a robust digital revenue engine to tie your efforts together and work toward building a more effective customer journey
- ✓ Develop hyper-personalization within your own engagement efforts
- ✓ Discover how to get your customers talking about their experience with you to their networks

BEST AUDIENCE

Business side leaders, Marketing Executives, Sales Managers, Salespeople, Customer Care Professionals

WALKING WITH YOUR CUSTOMER



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SCOTT KLOSOSKY

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BUILDING A HUMALOGY® BASED CUSTOMER EXPERIENCE

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing



Global Change +
Thought Leadership

Technology +
Leadership



Cybersecurity
Awareness

How Data and Connection Will Transform Your Outreach

In order to grow revenue and market share, organizations must transition from a focus on transactions to relationships. Marketing today is always a combination of human and technology touchpoints, and learning to integrate those wisely can be a powerful advantage.

Scott explains three pillars of digital marketing: Relationship, Tools, Techniques, and the Digital Revenue Engine. The content may be heavier on any one of these pillars, based on what the audience might find most useful. For example, many people want to learn how to map a relationship journey to define where and when to use digital tools, to create a smoother journey.

As the field of digital marketing becomes more complicated, it is valuable to have models audience members can apply to their unique situations, in order to build tighter customer relationships in ways that are powerful and affordable.

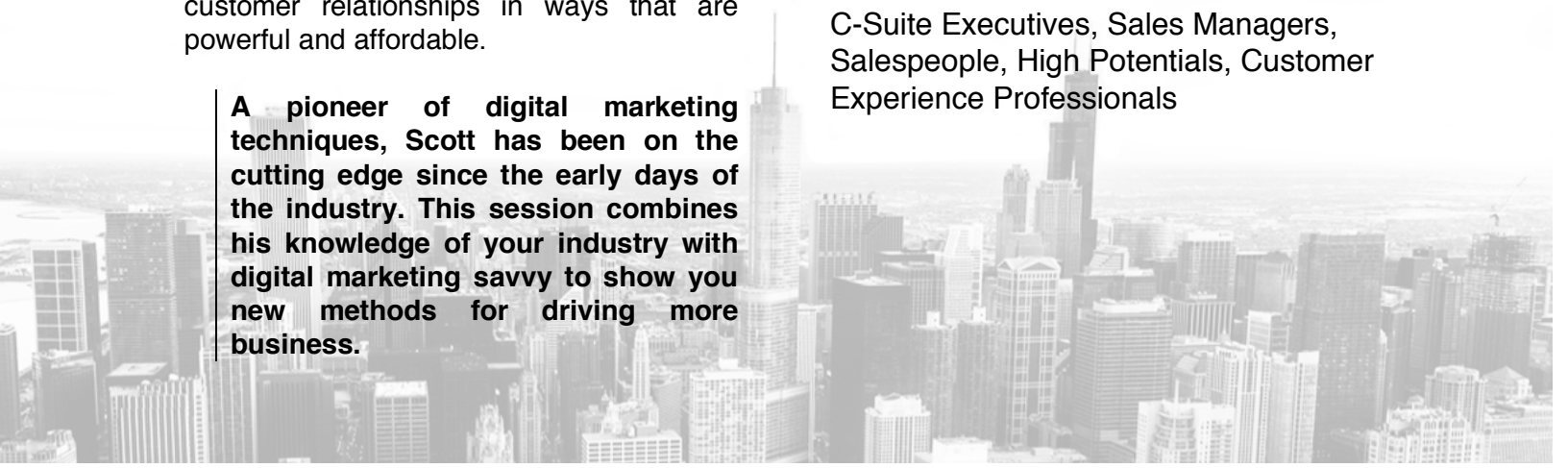
A pioneer of digital marketing techniques, Scott has been on the cutting edge since the early days of the industry. This session combines his knowledge of your industry with digital marketing savvy to show you new methods for driving more business.

LEARNING OBJECTIVES

- ✓ Optimize your customer experience for mobile
- ✓ Build a content strategy centered around the relationship journey to drive customers to you
- ✓ Harness the enormous amount of data potentially available through customers' mobile devices to serve them in unbelievable ways
- ✓ Go beyond email campaigns and social media posts to having specific conversations with each one of your customers
- ✓ Discover how smart devices and the Internet of Things will produce a seismic shift in the way you serve customers

BEST AUDIENCE

C-Suite Executives, Sales Managers, Salespeople, High Potentials, Customer Experience Professionals



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SCOTT KLOSOSKY

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SELLING IN THE AGE OF THE SMART DEVICE: **BUILDING UNFORGETTABLE CUSTOMER EXPERIENCES**

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing



Global Change +
Thought Leadership

Technology +
Leadership



Cybersecurity
Awareness

How Data and Connection Will Transform Your Outreach

Whether the customer is a patient, member, client, or buyer, the process for influencing them towards a sale is evolving daily. As buyers or consumers become more accustomed to doing their own product research and managing the sales cycle to their liking, your ability to influence them is changing. We don't all compete with Amazon, but one could argue giants like Amazon and other vertical market leaders have raised the bar for all organizations when it comes to technology expectations.

Technology is playing a more critical role in the success of the sales cycle today. For that reason, sales managers and salespeople must learn how to best integrate their activities with tools like CRM systems, social technologies, digital content, and automated marketing systems.

In this keynote, Scott customizes the content he has built for clients to help them grow their revenue and tighten customer relationships, into a practical session that has immediate application.

Depending on the need of the audience, this talk can lean towards inspiring people to adopt new methods and tools or can be a more hands-on "how-to" session.

LEARNING OBJECTIVES

- ✓ Optimize your customer experience for mobile
- ✓ Build a content strategy centered around the relationship journey to drive customers to you
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- ✓ Go beyond email campaigns and social media posts to having specific conversations with each one of your customers
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BEST AUDIENCE

C-Suite Executives, Sales Managers, Salespeople, High Potentials, Customer Experience Professionals



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SCOTT KLOSOSKY

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CHOOSING UTOPIA TECHNOLOGY, THE FUTURE OF HUMANITY, AND OUR WORLD

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing



Global Change +
Thought Leadership

Technology +
Leadership



Cybersecurity
Awareness

THE IMPACT OF TECHNOLOGY ON HUMANITY: DID GOD CREATE THE INTERNET?

A recent study shows the average age a child first sees porn is eight years old. Pause for a beat and consider the impact of that statement, and know that there are many more startling facts that surround the way technology is integrating into every aspect of our personal and professional lives.

Among the millions of utopian joys gained from the internet we also find ourselves enduring much that is dystopian. The concepts discussed in Scott's most recent book, *Did God Create the Internet? The Impact of Technology on Humanity*, are the backbone of this thought-leading keynote. One of the most speculated questions people (especially parents) have about technology is how it will impact us as a species over time. Will all these digital tools be good or bad for us as a species? What is technology doing to us? Are we going to be happier? Work longer and harder, or less? Will we have less privacy? Will younger generations lose capabilities that older generations had, or will our young people be more powerful than their predecessors?

Scott weaves technology together with philosophy into a thought provoking talk that is sure to be mind-expanding. There is a lot of flexibility to deliver content that is futuristic or relevant today. The

tone can be conversational and filled with stories, or a serious call to action to make better decisions about boundaries with digital tools.

(Despite the title of Scott's book, this talk is not religious in nature.)

LEARNING OBJECTIVES

- Consider the impacts technology is having on our physical and psychological well-being
- Develop insight into coming trends, such as machine learning, artificial intelligence, and the singularity, which will disrupt every characteristic of what it means to be human
- Analyze why all visions of the future are dystopian; why don't we see a utopian future?
- Learn how the HUMALOGY® balance can act as a guide to integrate technology in ways that are healthy for humanity
- Ensure the digital transformation will be positive for everyone

BEST AUDIENCE

Everyone: this talk is meant to be a thought-leading exercise for anyone interested in how technology is and will continue to impact humanity



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