

## Keynote Speaker, John Caslione – 2010 - 2011 TOPICS

*(As Keynote Speaker, John Caslione is mindful of each keynote topic presented -- ensuring the specific audience is addressed appropriately and the Client's overall program goals are exceeded!)*

### DECADE 2010: Shifting Path for Growth in The Age of Turbulence

John helps U.S. business leaders address one of their most perplexing questions confronting them today: How do I get my organization to understand that to be successful we must look beyond the U.S. (and Europe) and be committed to building our foreign business, especially in emerging high growth markets, to sustain our company's mid- and long-term growth?

Domestic consumption in the U.S. was large enough for U.S. businesses to concentrate on America's market. But that has changed. In the 2010 Decade there will be much lower growth in the U.S. and much higher growth abroad. Consumer spending between 2010 and 2015 will be down by more than \$600 billion – down to consumer spending levels of 1989-90. Consumerism in the BRIC countries (Brazil, Russia, India and China) and other emerging markets are rising fast. The U.S. is no longer the consuming giant in the world. In fact, in 2010 the U.S. will account for only 27 percent of total global consumption versus emerging markets at 34 percent – roughly the reverse of their shares eight years ago.

**The Great American Shift is now underway. Is your company ready for it? Caslione delivers an information-packed keynote to business leaders and their management teams providing global insights and global business strategies (new platforms) for today's *Age of Turbulence*.**

### DECADE 2010: GOING GLOBAL: Mandate for Growth

Amelia Earhart once said that, "Trouble in the air is very rare. It is hitting the ground that causes it." The same is true with globalizing. Our 30,000-foot perspective isn't the difficult part of globalizing; it is actually being on the ground and putting a global organizational execution and transition plan into action where it gets hard. If companies want to survive and thrive, globalization is not an option: it is a necessity for survival.

Globalize your company or expand your global presence; regardless of company size, you must understand the unique roadmap needed to gain competitive advantage and successful top-line as well as bottom-line results in the market place today. John is considered a leading authority on the globalization of business with a special focus on developing sales and distribution strategies in emerging markets. In his books, [Global Manifest Destiny: Growing Your Business in a Borderless Economy](#), [Growing Your Business in Emerging Markets: Promise and Peril](#), John provides critical insights and a competencies roadmap for middle market companies to successfully compete in the global business environment, and especially how to do so in high growth emerging markets.

**In this content-rich presentation, John provides business leaders and their organizations specific approaches to successfully navigate the new world of high growth in emerging markets.**

### **DECADE 2010: The Business of Managing and Marketing in The Age of Turbulence**

All strategies wear out and do so even faster during times of turbulence. *Chaotics* is a disciplined approach for detecting sources of turbulence, predicting consequent vulnerabilities and opportunities, and developing critical, pragmatic and timely responses. Akin to continually "hitting the refresh button on your Internet browser", *Chaotics* ensures that business strategy and the organization's ability to execute that strategy are continually refreshed, relevant and revitalized. This presentation is based on John's book, [CHAOTICS: The Business of Managing and Marketing in The Age of Turbulence](#) co-authored by marketing guru Professor Philip Kotler. [CHAOTICS](#) defines the new era in which the world has entered, an age of increasingly frequent and intense periods of turbulence and chaos in the global economy.

Today's crises have precipitated a need for businesses and government agencies to develop a new mindset and a new strategic platform to more effectively hedge risk and confront uncertainty as they navigate through intermittent and unpredictable periods of turbulence and chaos, in what Caslione and Kotler call, *the new normality*, i.e., unpredictable and intermittent spurts of economic prosperity intermingled with spurts of economic downturn.

**CHAOTICS represents a new system, a new set of strategic behaviors and guidelines designed to help business leaders and their companies navigate turbulence and uncertainty to ensure their companies' survival—and their ability to thrive—in *The Age of Turbulence*.**

### **DECADE 2010: "Tap In" To The Rise of Consumerism in Asia**

Without a doubt the next surge in consumer spending will not be felt in the U.S. or Europe. The massive surge of consumerism will continue to be evident in Asia. Learn what businesses are doing to "Tap In" and leverage this very big opportunity. [Caslione's newest keynote presentation focused on the emerging markets 2011 is currently being development – **for the Fall timeframe, 2010 engagements.**]

### **DECADE 2010: Compete Against Price In Today's Global Economy**

Today's competitive environment is not for the meek, but there are strategies that work when competing in a price-driven marketplace in today's global economy. Caslione's Value-Added Strategies™ are used within Fortune 500's today. Since the successful workshop's inception (10-years and counting), Caslione's Value-Added-Strategies workshops have spurred this topic to be in demand as Caslione's now Keynote speech for important sales meetings and management team's events. More information can be found in August 2010 as the program is being updated to include the fast-growing emerging markets. **Please call your friendly speaker bureau for additional information.**

To see more on Global Business Strategist, Keynote Speaker, John Caslione: [www.meetcaslione.com](http://www.meetcaslione.com)

**For Pricing and Speaker Availability: Please contact your friendly Speaker Bureau.**