

### **KEYNOTES AND OTHER PRESENTATIONS**

Inspiring and interactive presentations that set a productive tone for meetings and conferences. Please call us on any of the following topics. You may call Harry Vardis at 404.285.1086 or contact Harry at [hvardis@kennesaw.edu](mailto:hvardis@kennesaw.edu)

#### **A REPORT CARD ON INNOVATION**

Finally, the Center for Business Innovation and Creativity and BusinessWeek Magazine define in a landmark study what is innovation, how to adopt it and through a brand new innovation profile you can take on line to assess your company's innovation potential. This is a presentation based on the results of the study—very informative.

#### **CREATIVITY ON DEMAND ENVIRONMENT (C.O.D.E)**

Have you ever wondered what makes some companies be consistently more creative while others are stuck in the same old ways? In this fun, interactive session you will discover how to improve the environment for more creativity and innovation. You will walk away with hand-outs that you can use immediately.



#### **RIDE THE WAVE!**

This is a keynote based on the book “Potatoes? Not yet! 33 ways to grow and harvest your best ideas” by Harry Vardis. Timing is everything but timing is predictable only if you know the signs. This is an entertaining, educational and inspirational journey on the ways we can use our creative power to bring innovation to our personal lives, our careers and our companies.

#### **FIGHT, FLIGHT OR INNOVATE**

When the .... hits the fan, what do you do? Most people panic... others stop and think and others think creatively! In this session you will have an opportunity to hear about the tools that get you out of the “gator brain” and get you into the creative brain for best results. Fun, interactive and rich!

#### **ZERO TO 100 IN SECONDS!**

Fast creative thinking when you need it! You have one day and limited resources to come up with some “get ‘em out the door” ideas for your retail client. You are stuck for something new to say so you need help! Here are some fun ways to come up with ideas that will blow your client away.

#### **BREAKING THROUGH YOUR BARRIERS TO ACHIEVE INNOVATIVE THINKING**

What blocks your creativity? There is a big surprise here! We will look at ways to overcome your barriers when you have “writer’s block” and move to fertile territory. This may be the best hour you spend to enrich your creativity tool box.

#### **ONE FOOT OUT OF THE BOX**

It takes guts to be creative and innovative in business. Fear of failure, high risks and old habits are some of the dragons that hold us back. This is a session that shows you how to take one foot at a time out of the box so that new ideas can become reality at your company.

#### **SMALL BUSINESS POSITIONING FOR GROWTH**

##### *WHAT IS YOUR POINT OF DIFFERENCE?*

The real key to positioning is to look within. What makes you unique? Is it your product? If so, what is it about it that makes it unique? You have to dig deep to come up with something tangible and ownable. If you don't have a point of difference, you won't attract new clients.

Learn how to develop innovative positioning solutions for your company using the P.I.S.C.E.S.sm process. It is easy, productive and gives you clout.