

# Brian Solis

Welcome to a new era of business. Futurist, digital anthropologist and acclaimed author Brian Solis is your guide to Digital Transformation.

Mr. Solis challenged each attendee to commit to a path of disruption with visionary ideas. His content and presentation were A+!  
CEO, Rev360

Brian is at the forefront of the digital economy. He inspired Telstra's digital transformation.  
Digital Operations  
Director at  
Telstra



**BRIAN SOLIS is considered one of the most important thought leaders of our time, sharing his vision, research and experiences through keynotes at conferences and events worldwide.**

Combining insight and inspiration, Brian helps audiences humanize disruption, and embrace the technological and human dynamics of digital transformation, innovation, customer experiences and corporate culture. He is consistently ranked as one of the most outstanding speakers worldwide.

Not one to fly-by convention, Brian has influenced business and markets, lead numerous programs for Fortune 500 companies, notable celebrities and startups. He's followed by over 600,000 online and is globally recognized as one of the most prominent thought leaders; one that the other experts follow.

Whether it's a technology or business event or an internal corporate summit, Brian brings a naturally engaging, uplifting and entertaining message that makes complex and emotional subjects approachable and also motivating.



For bookings contact Ode Management  
USA +1 877 950 5633 | AUS +61 2 9818 5199  
E [info@odemangement.com](mailto:info@odemangement.com) | W [odemangement.com](http://odemangement.com)

# my topics

## Digital Darwinism

### Leading and Winning the Business (R)evolution

What can we learn from some of the colossal mistakes we have seen a number of incumbent companies make? How do we survive and thrive in an era of digital Darwinism? And how did everything change so quickly?

Two major success factors are crystalized;

1. The rate and ability to embrace and enact digital transformation within the business, And
2. The development of leadership change-agents and influencers who champion innovation.

Brian presents this exciting and poignant keynote in a just-in-time session to ensure your business remains relevant in an ever-changing future. With a magnified focus on your specific industry, Brian will unpack:

- The state and future of digital transformation and how it's changing businesses at the very core
- How to identify, lead and empower business mavericks and change-makers within your organization and across your industry
- How incumbent companies are making mistakes and what you can do to avoid sealing your own fate in the same way
- What you can do personally to change things for the better in your career and for your company

## Building a Dynamic and Adaptive Organization

### Breaking away from rigid processes and risk-averse cultures.

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## X: The Experience when Business Meets Design

### Innovation in Customer Experience

X marks the spot! Brian Solis knows what it takes to be innovative. As the principal analyst studying technology and its impact on and after numerous success stories at the forefront of Fortune 500 companies and the tech/startup world there is no speaker better than Brian to welcome you to a new era of business.

In this progressive and captivating keynote Brian explains why the future of business is experiential, sharing his insider knowledge on how to create meaningful experiences.

Audiences will discover:

- What's really at the heart of a great experience
- How experiences become memories and how to connect to people's hearts and minds
- From Brand Experience (BX) to Customer Experience (CX) to User Experience (US) X: How to design experiences that start at the top and change how companies work, sell, and serve
- How to design customer experiences that matter in a time of what Brian calls, "accidental narcissism"
- How micro-moments are reshaping the new customer journey in each of the four moments of truth

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## X: The Experience Where Business Meets Design

X explores why great products are no longer good enough to win with customers and why creative marketing and delightful customer service too are not enough to succeed. Brian shares why the future of business is experiential and how to create and cultivate meaningful experiences.



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