

AARON MCDANIEL

Empowering Leaders to
Innovate at Global Scale



[WHO IS AARON?]

Aaron McDaniel is a globally recognized corporate manager, entrepreneur, speaker and author with a passion for helping organizations innovate and attract, engage & retain top talent. He is the author of *The Wall Street Journal* and National Bestselling book, ***Global Class***, the playbook for building a global company.

Aaron is currently a faculty member at UC Berkeley's Haas School of Business (where he is also an alumnus) and is the co-founder of 10X Innovation Lab, a consulting firm helping corporations and governments across 4 continents build and leverage innovation ecosystems. Aaron began his corporate career at AT&T, as part of its flagship Leadership Development Program (LDP). He rose to become one of the youngest to serve as Regional Vice President (at age 27) and was a Diamond Club honoree, being in the Top 1% of regional sales managers worldwide.

Aaron is a serial entrepreneur, having founded 3 companies that were acquired, one of which he turned down an offer for on ABC's Shark Tank. Aaron is also the author of ***The Young Professional's Guide to the Working World*** and ***The Young Professional's Guide to Managing***, has been featured in numerous national media outlets including: The Wall Street Journal, The Financial Times, Forbes, Inc., Bloomberg BusinessWeek, Entrepreneur, CBSRadio, and US News & World Report, and whose clients include top companies like: Ritz-Carlton, Microsoft, Deloitte Consulting, Wells Fargo and UnitedHealth Group.

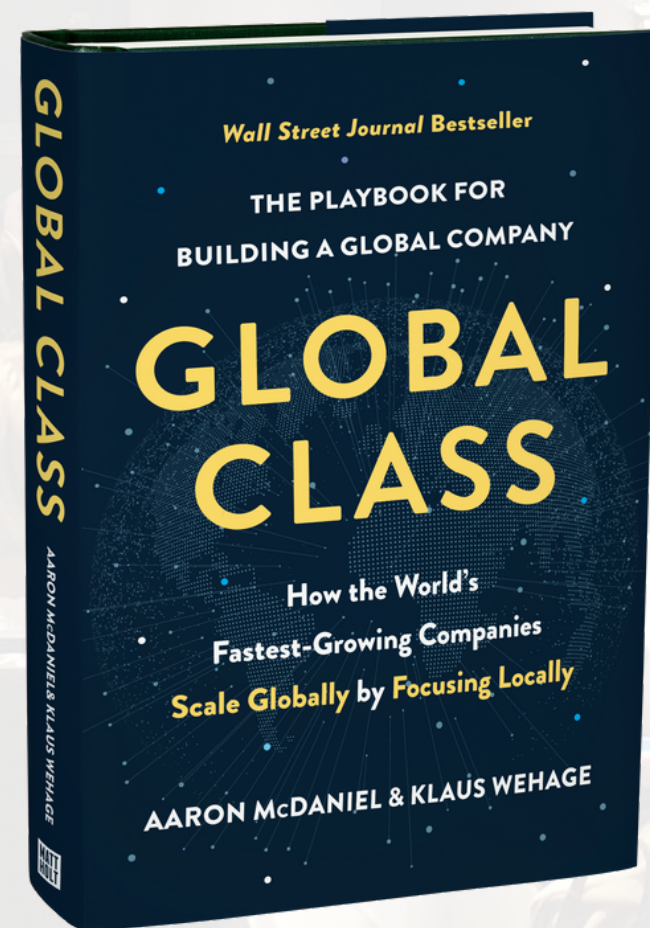
Corporate Manager
Successful Entrepreneur
WSJ Bestselling Author
Engaging Educator
Global Changemaker
Ecosystem Builder

Aaron an author of The Wall Street Journal and National Bestselling book *Global Class*, the playbook for building a global company

THE WALL STREET JOURNAL.

USA TODAY.

PW
PUBLISHERS WEEKLY



- 400+ Executive Interviewees from 50+ Countries from the World's Fastest Growing Companies
- 45 Endorsement from Top Executives, Authors & Thought Leaders

[BESTSELLER]

"Achieving global scale takes iteration while managing complexity. In *Global Class*, Aaron & Klaus provide the playbook you need to navigate these changes and reach global scale."

— Eric Ries, Best-Selling Author, of *The Lean Startup*

"Aaron & Klaus provide structure, process and clarity where there was once mystery and complexity. *Global Class* is a perfect guidebook for navigating the challenges of global expansion."

— John Brandon, fmr. VP of International, Apple

"Aaron & Klaus have literally written the book on International Go-To-Market... This is the book I wish I had 15 years ago!"

— Abe Smith, Head of International, Zoom

Top Global Media Outlets
Including:

[FEATURED IN]

Forbes

THE WALL STREET JOURNAL.

Inc.

Entrepreneur

**Bloomberg
Businessweek**

CBS RADIO

FT

FINANCIAL
TIMES

BUSINESS
INSIDER

**abc SHARK
TANK**

U.S. News & WORLD REPORT

USA TODAY.

THE
HUFFINGTON
POST

[WHY IS INNOVATION IMPORTANT?]

Today's marketplace is moving faster and adapting more rapidly than ever before. Mobile technology, AI, ML, globalization and social are having far reaching effects on countless industries. Traditional competitors are being replaced by new market entrants, challenging revenue and operating models. There is disruption at every turn. The answer isn't to build a better plan of attack, it's to harness the innovation that is sitting dormant within your organization.

The best course of action is to adapt and be agile. Most businesses are too caught up in executing on perfectly built plans instead of being agile to the changing needs of customers. Long-term visions are often subordinated to short-term results and vanity metrics. Ineffective initiatives lead to incremental changes instead of disruptive ones. The truth is that your business model will be challenged, if it hasn't been already. If you are not willing to challenge you own business model and risk cannibalizing your own business, then someone else will. It's most effective to learn the frameworks and strategies of the most successful companies and harness them to build a lasting culture of innovation.

Let's partner together to ignite your innovation and fuel your growth.

If you are not willing to challenge you own business model, then someone else will.

THE GLOBAL CLASS

MINDSET:

Building the right mindset, team, culture and structures to enable your business to thrive at global scale

[KEYNOTE TOPIC 1]

Attendee Benefits & Takeaways

- Understand *how* global business has changed and *why* today's best opportunities are in global markets
- Gain key insights into how the world's fastest growing company succeed at scaling globally (based on extensive research with 400+ executives from top brands)
- Learn WHO Global Class teams are made up of, Interpreneurs, and why they are the catalysts for scaling globally
- See HOW Global Class companies localize their business to find traction in new markets
- Learn the Global Agile Methodology and how to foster two-way innovation within your organization
- Implement flexible frameworks to navigate all aspects of global growth from market selection to effectively launching to ongoing management
- Understand and apply the 3 Pillars of Effective Global Growth
- Relevant case studies from top brands to lend context to core concepts

THE INTERPRENUER: NURTURING GLOBALLY- MINDED LEADERS

Identify and nurture the next generation of global business leaders to be a catalyst for your company's growth

[KEYNOTE TOPIC 2]

Attendee Benefits & Takeaways

- Learn how a new breed of business leader, *The Interpreneur™* can be a difference-maker in your company's growth
- Better understand the importance of a cultural mindset in scaling your business in new markets
- Get practical strategies to help manage a diverse and distributed workforce
- Master effective cultural conscious management tactics
- Implement the Global Class Team Building Framework to activate top talent and ensure you have a strong balance of local market and company knowledge
- Gain strategies for training and building cultural conscious leaders
- Activate innovative and entrepreneurial/agile thinking within your team
- Capitalize on differences in culture to localization and achieve growth

RAPID GLOBAL GROWTH:

How to effectively expand into
to new global markets and
penetrate your existing
international footprint

[KEYNOTE TOPIC 3]

Attendee Benefits & Takeaways

- Learn how to balance the need to localize with the complexity created by these changes to your business
- Understand the 10 biggest mistakes companies make when scaling globally, and how to avoid them
- Hear case studies from the world's fastest growing companies, unlocking key insights to apply to your business
- Learn how to create a culture with universal appeal and build a best-in-class global team
- Get a playbook for how to uncover local market insights ("Localization Discovery"), build an ideal global strategy, and implement your internal expansion initiative - progressing from market entry to growth and global scale
- Gain strategies for how to capture and communicate best practices, creating internal structures and processes to support scale
- Implement the management model that unlocks global innovation

IGNITE YOUR INNOVATION:

Building an agile culture and processes to harness your organization's entrepreneurial spirit and thrive in a rapidly changing marketplace

[KEYNOTE TOPIC 4]

Attendee Benefits & Takeaways

- Make your organization and team more successful and adaptive in today's fast-changing business world
- Develop a culture that fosters growth, collaboration and intelligent risk-taking
- Understand how the most successful companies leverage new working models and strategies to engage employees
- Study emerging trends and technologies relevant to your business, and learn how to best integrate with innovation ecosystems
- Create an engagement plan that delivers measurable results
- Establish effective lines of communication through to create frictionless collaboration
- Implement frameworks that allow for stakeholder buy-in and participation in innovation initiatives
- Learn how organizations large and small can implement innovation strategies to grow their business

THRIVING IN A MULTI- GENERATIONAL WORKPLACE

Amplify your ROI by engaging your younger employees and learn how to inspire Multi-Generational collaboration

[KEYNOTE TOPIC 5]

Attendee Benefits & Takeaways

- Gain insights into how to empower a multi-generational workforce and inspire cross-generational collaboration
- Understand how to engage members of the youngest generations (Millennials & Gen Z)
- Learn how to improve the return on investment (ROI) from the resources put into top talent, improving retention and bolstering succession planning
- Make your product/service irresistible to the next generation of customers
- Get a deeper understanding of how to revamp your employee engagement methods to appeal to and leverage the best traits of employees from all generations
- Master techniques to leverage your younger employees to drive innovation and your organization's future vision
- Gain strategies to remove obstacles and maximize the value high performers provide

Leading Companies
Including:

Deloitte.



THE RITZ-CARLTON®



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FARGO**



UnitedHealth GroupSM



Microsoft

Berkeley
UNIVERSITY OF CALIFORNIA

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WESTERN BANKERS ASSOCIATION

 **Provident** BANK
Commitment you can count on.SM

 **FUJITSU**

 **NEDO**

GREENWICH
DATA | ANALYTICS | INSIGHTS

**United
Way** 

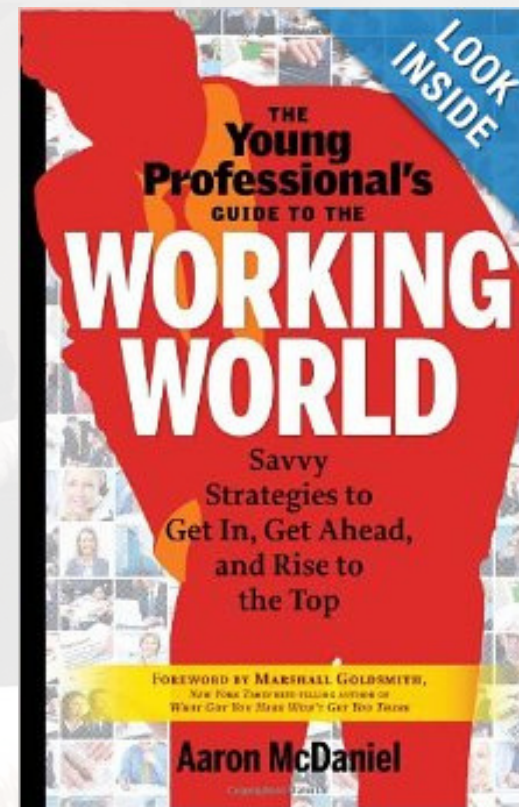
 **Principal**[®]

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Sentry[®]

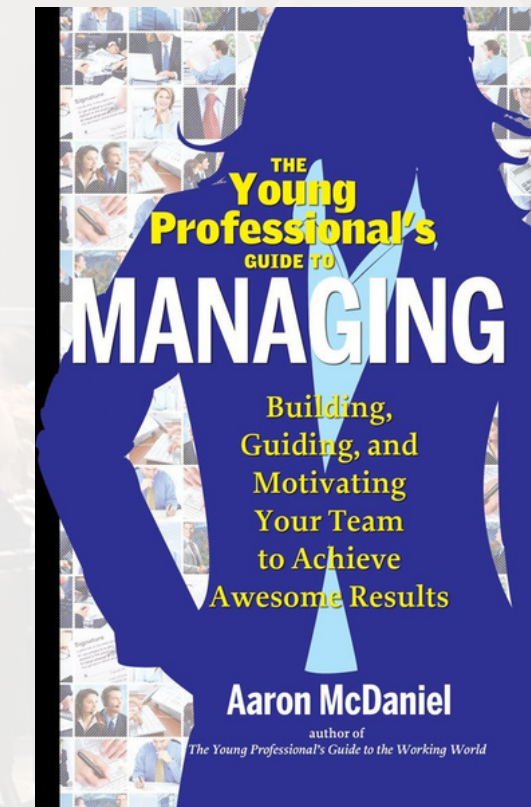
Aaron is also the author of the internationally acclaimed *Young Professional's Guide* book series

[OTHER BOOKS]



"The Young Professional's Guide to the Working World is a significant work."

— *Marshall Goldsmith: NY Times Best-Selling Author, Think 50 #1 Leadership Thinker*



"Aaron's tips are just fundamental for what it takes to manage."

— *Jim Kouzes: Co-Author of the Best-Selling Book The Leadership Challenge*

In the Words of Aaron's Clients:

"We value speakers who can deliver dynamic content; that's why we've booked Aaron for three events, speaking to three different audiences. If you're looking for a speaker who commands the stage, engages the audience, & offers the practical and tactical tools necessary for sustainable success, Aaron is the speaker for you."

- Gina Stratos, Vice President, Western Bankers Assoc.

"Aaron's delivery opened my eyes to how I need to change! Aaron is the Stephen Covey of his generation!"

- Frank Gambuzza, President, ICA North America

"I saw Aaron speak at a conference I attended and immediately knew he would be perfect for an event I was hosting. Based on the 100% positive feedback we received, it turns out I was right - Aaron was perfect for our conference. I can recommend him to you without reservation."

- Ron Balmer, Managing Director, Greenwich Assoc

[TESTIMONIALS]

"In these days after I have heard Aaron quoted AT LEAST 6 times, from the CEO to HR to Engineering. Thanks for making a difference!"

- Beth English, VP of Marketing, Truck-Lite

"I have found few that can top Aaron McDaniel. From the initial meeting to his post-session follow up, Aaron is world class. He beats deadlines & provides outstanding materials that are customized to the audience. He does it all with humor & an easy to listen to style that keeps people engaged. Hire Aaron, HIRE HIM NOW."

- Jack Hubbard, Chairman, St. Meyer & Hubbard

"Aaron did his homework & customized his presentation to be relevant to the industry and my company specifically."

- Al Giobbie, Sr. Vice President, Provident Bank

[WHY HIRE AARON]

- **Advice based on real corporate experience** (*A decade of management success @ Fortune 10 company, & one of youngest to serve as Regional Vice President*)
- **Globally recognized thought leader** (*#2 Wall Street Journal Business Bestselling Author*)
- **Proven track record as business builder** (*Founded 3 businesses that were acquired + some valuable failures*)
- **Innovation Ecosystem Builder** (*Clients across 4 continents*)
- **Engaging Educator** (*Faculty @ Top Business School*)

Spark Innovation

Attract, Engage
& Retain Top Talent

Transform Your Culture

Empower Global Growth

IGNITE YOUR INNOVATION