



**John I. Todor, Ph.D.**

**Business conditions changing too fast for you?** Interested in thriving in today's uncertain and complex business climate? John shares unique and timely insights. He brings his background in psychology, business strategy, disruptive change, social business and customer engagement to bear on these challenges.

## Popular themes for John's Presentations, Webinars and Workshops

### Get Beyond Coping – Adapt and Thrive

Forced to compete on price? Threatened by disruptive change? John spells out what it takes for a company to adapt and thrive in a fast-changing and increasingly complex business climate. He will discuss an organic process that progressively nurtures a co-adapting organizational and business ecosystem that is both sustainable and profitable. *More about this topic on page 2.*

### Embrace the New Leadership Imperatives

Most business leaders agree that their challenges are disruptive innovation, uncertainty and complexity - external forces out of their control. Most do not believe their organizations are able to deal with these conditions. This puts a premium on leadership skills that stimulate employee engagement and organizational adaptive potential.

To thrive, today's leaders must have a keen ability to see the implications and possibilities brought on by change and innovation. John will illustrate how ... *more about leadership imperatives on page2.*

### Engage High-Value Customers

In today's fast-changing and uncertain business climate, enduring customer relationships are critical to sustainable profits and growth. But, as John will discuss, enduring relationships must be engaging and meaningful to customers. He illustrates how the process of making them meaningful to customers leads to high-value in the present but also becomes valued as they are confronted with new challenges, issues and opportunities in the future. *More about high-value customers on page 2.*

### Fuel Organizational Adaptive Potential

Two critical issues that plague traditional organizations - internal silos that compete and disengaged employees. Both stymie adaptability and the ability to create and deliver value to customers. Making the shift from a command/control structure to a highly participatory and collaborative organization is critical to success. John shows how to foster both employee engagement and cross unit collaboration.

John discusses how and why collaboration, innovation, Social CRM and Enterprise 2.0 technologies are becoming essential business tools. *More on adaptive potential on page 2.*

#### Video Overviews:

Get Beyond Coping - Adapt & Thrive



Click logo to view a video of John's presentation at the Commonwealth Club of San Francisco



**John Todor's presentations and workshops enthusiastically present leading-edge ideas about customer behavior, rich examples of successful implementation and guide audiences in creating actionable strategies.**

Robert T. Stacey, President  
Association for the Advancement  
of Relationship Marketing

*More about...*

## Get Beyond Coping – Adapt and Thrive

At the core of the issue is getting people engaged and aligned in a manner that is both effective in creating value for customers and profitable. John provides a psycho-economic framework that is actionable and makes value creation and profits possible. His examples illustrate how companies in diverse industries are applying the underlying principles.

**Organizational change is mandatory** but is most often viewed as a daunting task. Hierarchical, command and control business models worked well for most of the 20th century, but they are not up to the challenges of today's business climate. John shows how to jump-start an organic process of change that stimulates optimism and gets people engaged.

### A few of the organizations John has presented to:

American Bank Note	Loyalty 360
AARM	Moore Wallace
Business Marketing Assoc.	Nato
Cincom Systems	NEC
Commonwealth Club	R.R. Donnelly
Customer Think	Safeco
Electronic for Imaging	San Francisco CIO Forum
Hewlett-Packard	Social Media Academy
IBM	VeraCentra
Indigo, N.V.	Vertis

*More about..*

## Fuel Organizational Adaptive Potential

Learn how to make purposeful, effective and widespread adoption happen. Early adopting companies are finding that genuine participation in collaboration and innovation by employees is not guaranteed. Companies can insist that employees use the new tools but quickly discover that the results are disappointing.

Gain insights into **the psychology involved in making the mindshift real** – in getting individuals engaged and people collaborating. Learn how organizational practices can facilitate or impede the shift.

### John has presented international audiences:

Argentina	Canada	Colombia	Israel	The Netherlands
Australia	Chile	France	Japan	United Kingdom
Brazil	China	Germany	Mexico	USA

*More about...*

## Embrace the New Leadership Imperatives

... adopting a process of implicit learning provides valuable insights and leads to sustainable and profitable customer relationships. **It puts executives in the sense-making business for customers**, which in turn leads to both desire and demand. New ideas can be sparked from the outside but sense making that leads to competitive differentiation depends on internal leadership.

This sense-making role also applies to employees and organizations. It underlies the leadership ability to foster a highly engaged organization that quickly adapts and collaborates in co-creation and effective delivery of value.

Now, leadership requires more than adopting new business concepts; it requires executives to embrace a new way of thinking and mobilizing their organization into action. John will illustrate how they can use social computing and a networked brain trust to turn information overload into insights and actionable strategies – to perpetually fuel leaders' own adaptive potential.

**John blogs on [www.MindShifti.com](http://www.MindShifti.com)**

**Follow him on Twitter [@johntodor](https://twitter.com/johntodor)**

*More about...*

## Engaging High-Value Customers

Marketplace conditions are stacked against high-value relationships. Customers are confronted by abundance, overwhelming choice, hyper-competition, declining trust and rapid obsolescence. To cope, many customers unconsciously default to buying on the best trade-off between price and convenience, time after time. In this approach product differentiation goes unnoticed and there is no inherent loyalty. Both parties lose.

Learn the psycho-economic principles of customer engagement and illustrate how companies can put them into action. **He tackles a critical issue in customer engagement – trust.** He will show how turn declining levels of trust and the rising influence of social media can be turned into vehicles for gaining competitive differentiation.



*More about*  
**John I. Todor, Ph.D.**

**A business strategist, executive mentor and psychologist.**

In the 1990's he helped companies bring disruptive technologies to market. Through this experience he was confronted with the realization that technology innovation

and change was out-pacing customers' ability to adapt and thrive. This led to a three year visiting scholar position at the University of California, Berkeley where he studied how intersecting forces in economics, business strategy and marketing were impacting both business sustainability and profitability.

This research and subsequent marketplace experience resulted in three books and most recently to the establishment of MindShift Innovation.

As the Managing Partner of MindShift Innovation he helps executives and organizations turn the challenges of change and disruptive innovation into new possibilities. This involves mentoring and engaging executives in an immersive process that: (i) puts an outside-in, customer-centric model into action; (ii) stimulates employee engagement; (iii) facilitates collaboration and collective intelligence to innovate and align business practices; and (iv) enhances implicit learning - seeing the implications of innovation and change to create value for customers.

In addition to his expertise in human behavior he brings a diverse business perspective. He owned and managed a marketing firm with clients that included General Motors, Ford Motor Company and Domino's Pizza. He has held executive positions with technology companies and worked as a CRM analyst. His consulting clients range from small entrepreneurial ventures to multi-nationals like Hewlett-Packard and IBM.

Social computing strategies are having an growing impact on business success. John is engaged and constantly assessing the impact on business. He shares his insight through blogs and Twitter. By actively participating in a global networked brain trust, he gains insight and perspective on all aspect of changing business dynamics and social computing for business.

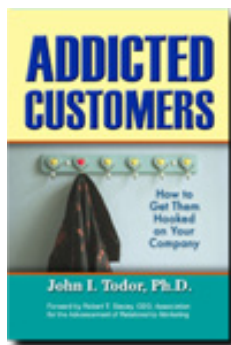
As a director of the Social Media Academy he develops executive education programs and teaches courses on the strategic use of social media. As a member of the International Monitoring Organization he contributes to an ongoing effort to address global innovation dilemmas. He is a co-founder of the Alliance for Business Innovation, a nonprofit business Think Tank.

He earned his Ph.D. degree in Educational Psychology at the University of California at Berkeley and completed post-doctoral studies in cognitive science and clinical neuropsychology. Prior to his business career he spent fourteen years on the faculty of the University of Michigan and the University of California where his research focused on how people learn and make decisions.

**Books by John I. Todor, Ph.D.**



*Winning Mindshare: The Psychology of Personalization and One to One Marketing*



*Addicted Customers: How to Get Them Hooked on Your Company*



*Get With It! The Hands-on Guide to Using Web 2.0 in Your Business*

**For booking or more information**

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