



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

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

Find Your Place in a Changing World

In a changing world both business leaders and their businesses must adapt to thrive. Innovation and change outside the typical business is rampant, unpredictable and inevitable and this undermines or destroys the value of business-as-usual. Business-as-usual is high risk – but adapting means seeing things differently. John discusses the why, what and how of thinking differently: seeing the implications of change and uncertainty, leading a shift in employees and organizations so they align and deliver and winning customer mindshare. In parallel, John provides a framework for taking action – the practical steps for shifting from business-as-usual to creating and delivering what today's customers find meaningful and of value.

Innovative Thinking: See the Possibilities in a Changing World

Business acumen - *keenness and quickness at understanding and dealing with business situations in a manner that is likely to lead to a good outcome.* In a fast-changing world, conventional business acumen goes out-of-date and even becomes a liability. John spells out a new system for engaging a changing world to insure executive and employees quickly grasp the implications of change and innovation. He illustrates how to use social business software to: (i) turn information overload into insights and opportunities; (ii) manage ideas so fragmented thoughts are retained and organized; (iii) facilitate sense making to find the intersections of ideas and enabling technology come together create new possibilities and; (iv) harnessing collective wisdom to augment one own insights and abilities through a rich networked brain trust.

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.

Fuel Organizational Adaptive Potential

Two critical issues that plague traditional organizations are 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.

Videos:

- Find Your Place in a Changing World
- Thinking Differently
- Engaged Employees
- Winning Customer Mindshare
- Get Beyond Coping - Adapt & Thrive

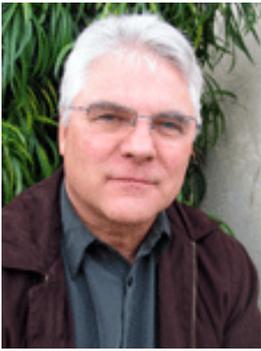


Click logo to view a video of John's presentation at the Commonwealth Club of San Francisco



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
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 a 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 insights and perspectives on all aspects 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*

A few of the organizations John has presented to:

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

Audiences of 15 countries

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