

BUILD A CAREER THAT LASTS FOR DECADES



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Perspective Matters



What is the reason you are in this profession?

- 10 words or less.
- 30 seconds each.
- Go!





**You are exactly
where you have
earned the right
to be.**

Calling yourself a
“speaker” is like
calling yourself a
“Coke machine.”





**Would you
rather be the
Coke machine,
or would you
rather be the
Coke?**

The mind
stretched and expanded
**by the possibility and
potential of a big idea
never fully returns to its
original shape.**





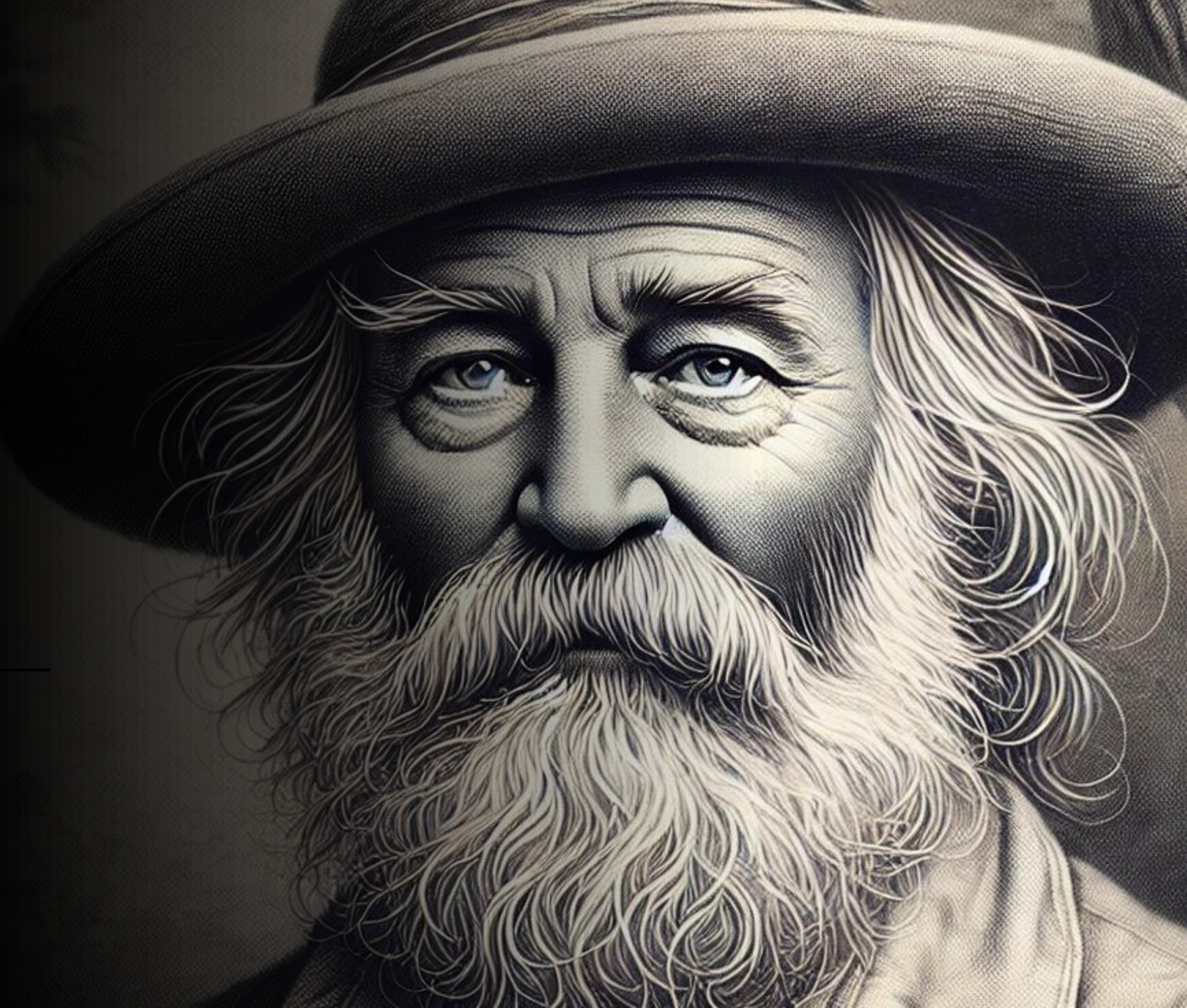
The **BIG** Idea

There are many avenues and models for success in this business.

There are definitive things that must be in place to have a sustainable business regardless of the industry.

**“Re-examine all
that you have
been told ...
dismiss that
which insults
your soul.”**

-Walt Whitman



**Want a copy
of Randy's
slides?**



Questions, Concerns, Issues

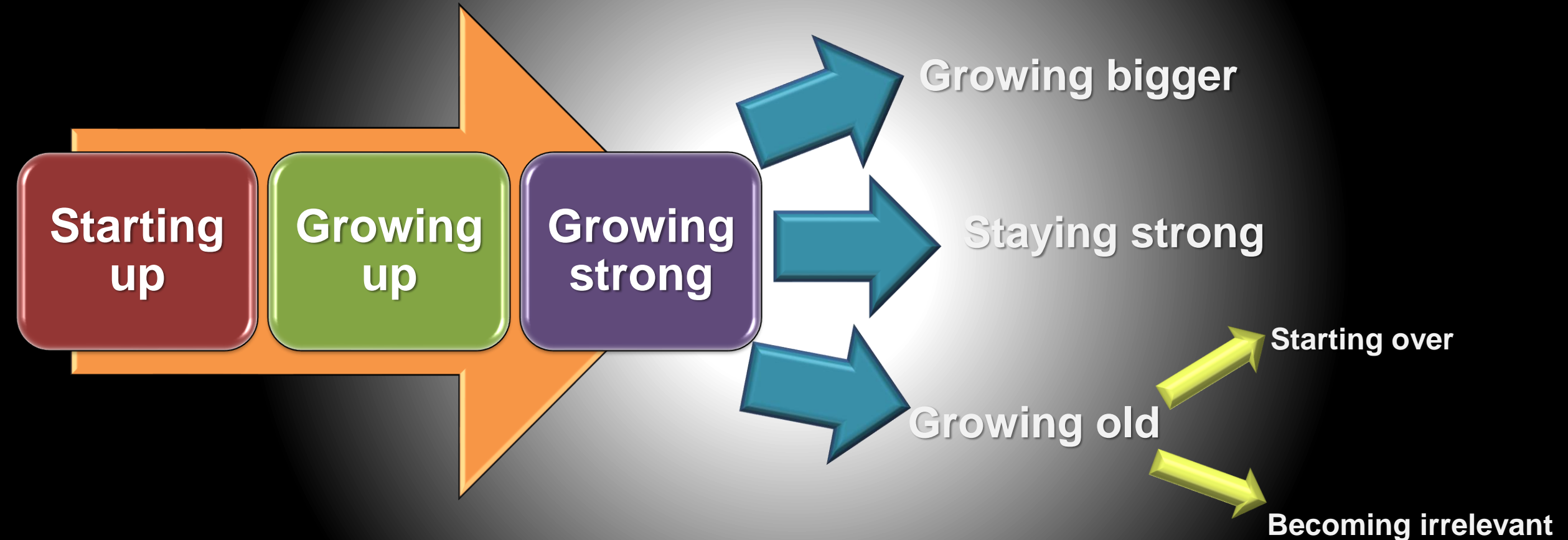


Myth #1

There is only one way to succeed in this profession.



Stages of Business's Life



6 Things You Need for a Sustainable Business





Strong marketing and sales get you hired.

A product/service that solves an important problem gets you paid.

Myth #2

People hire you for
your passion.





**You are paid in
proportion to the...**

- Importance
- Complexity
- Urgency

of the problem you solve.

What is the compelling problem you solve for your clients?

- 10 words or less.
- 30 seconds each.
- Go!

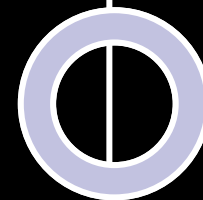


Myths #3-5

3. You are better than you are.
4. Fee integrity is an absolute necessity.
5. Timing, circumstance, and luck don't matter.



Randy's 25 Most Important Lessons





Three reasons why speakers fail to build a sustainable business

1. They are “nice to have” rather than have to have.
2. They confuse a good year with a great career.
3. They do not remain relevant.



more

Two^ reasons why speakers fail to build a sustainable business

1. They do not plan for financial downtime
2. They aren't proactive at the "Growing Strong" stage



Primary Priorities at Startup

- Determining your broad guiding focus, purpose, and brand values
- Developing a product or service that solves a real problem rather than easing an irritation
- Developing a systematic process for acquiring new customers
- Getting to cash flow and a comfortable financial cliff as quickly as possible
- Designing operational processes with the future in mind



Primary Priorities at Growing Up

- Execution of your strategy and plans
- Reinvest in the business for future growth
- Pursue opportunities to extend and/or expand your products/services
- Refine all processes
- Stay focused



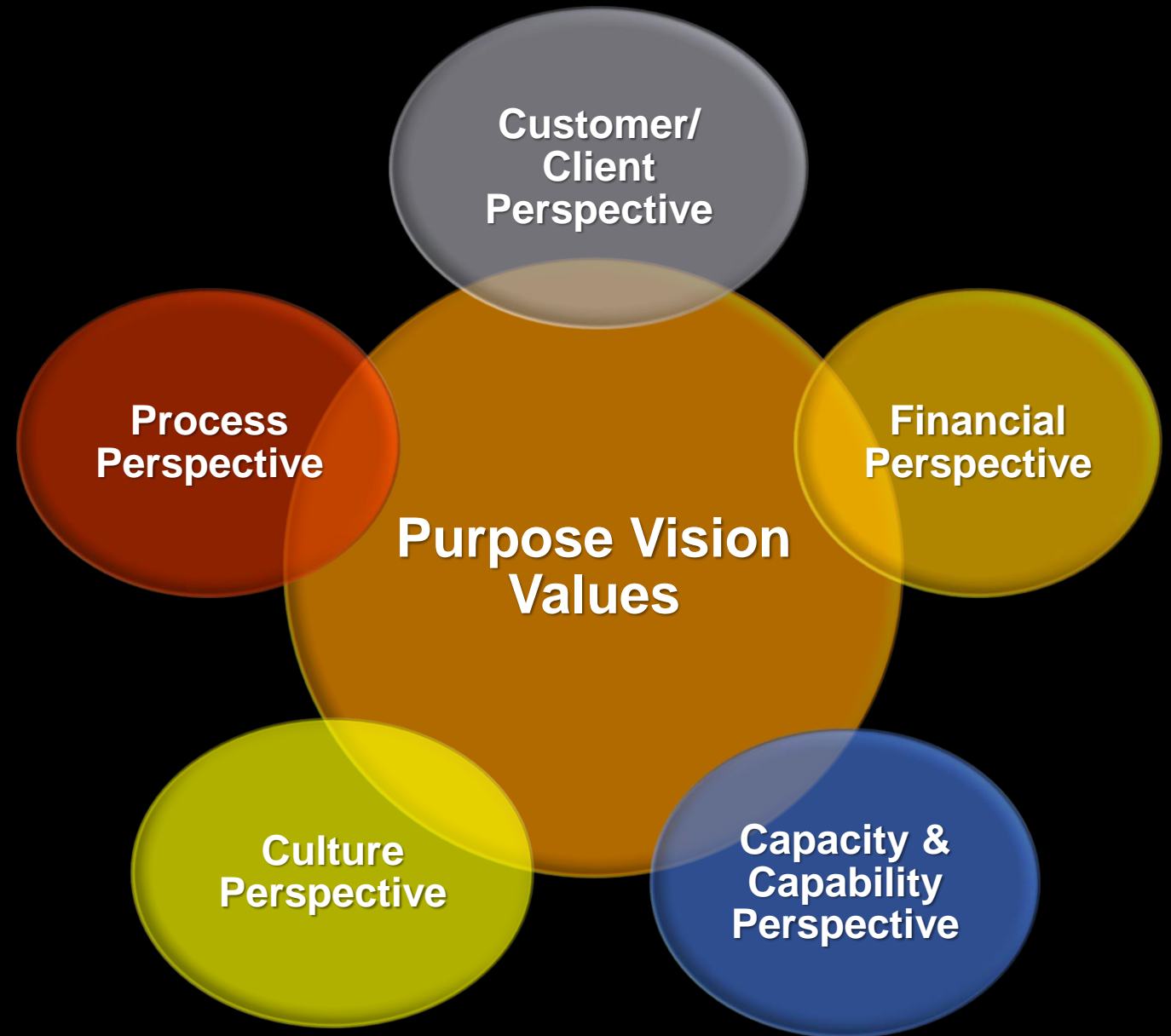


Primary Priorities at Growing Strong

- Execution of your strategy and plans
- Reinvest in the business for future growth
- Pursue opportunities to extend and/or expand your products/services
- Refine all processes
- Determine your New Next[®]

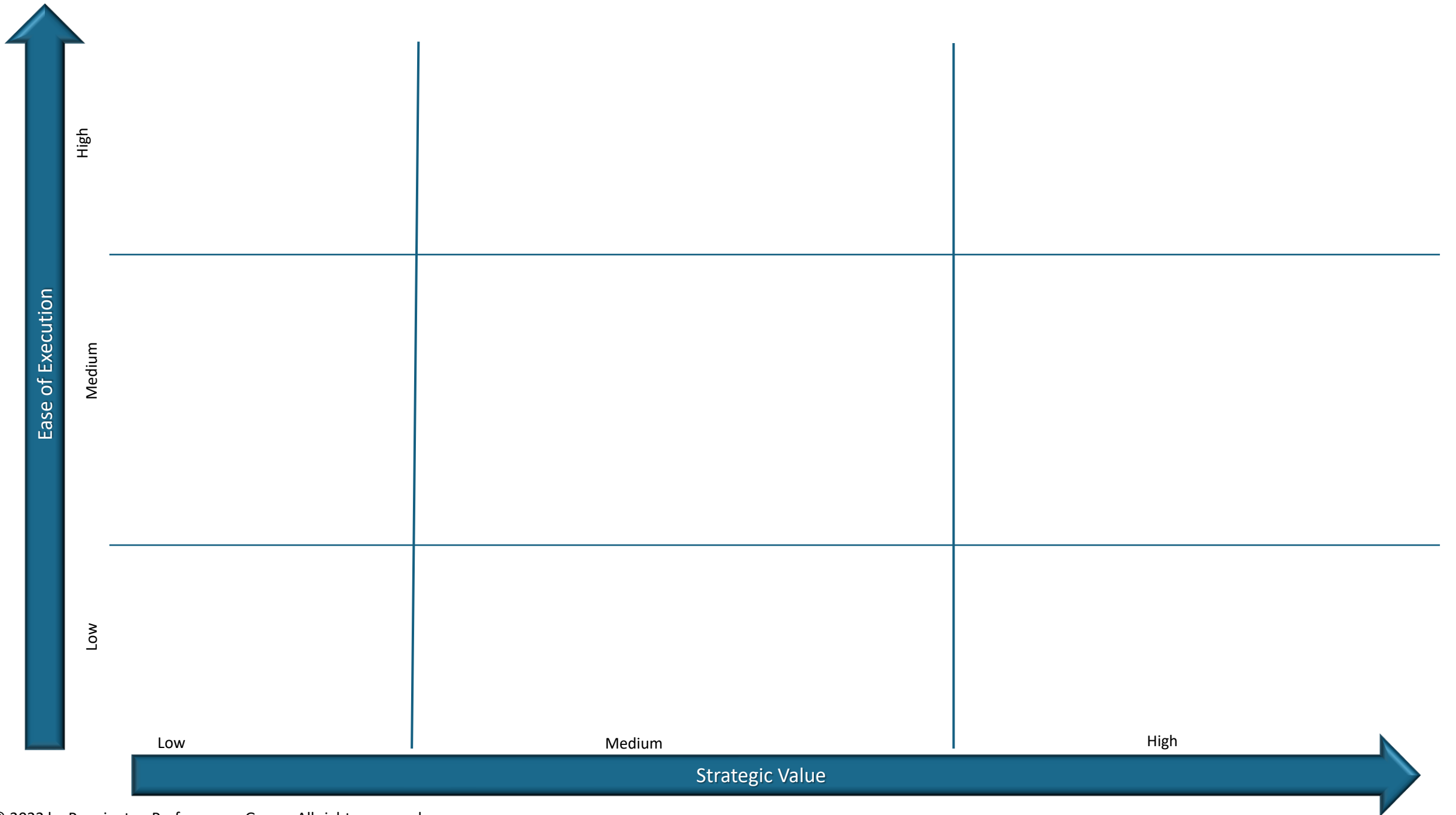


New Next[®] Planning Perspectives



Business Analysis & Planning Document





3 1/2 Ideas to Do Next

1. Be great at the fundamentals – especially solving an important problem
2. Understand where you are
3. Chart your path to “next”
- 1/2. Think 1 step and 5 steps ahead.





What is the future?



NSA 8 Professional Competencies

- Environmental Trends and Impact
- Professionalism
- Content Development
- Product Development
- Platform Mechanics
- Performance Mastery
- Business Development
- Strategic and Operational Business Management

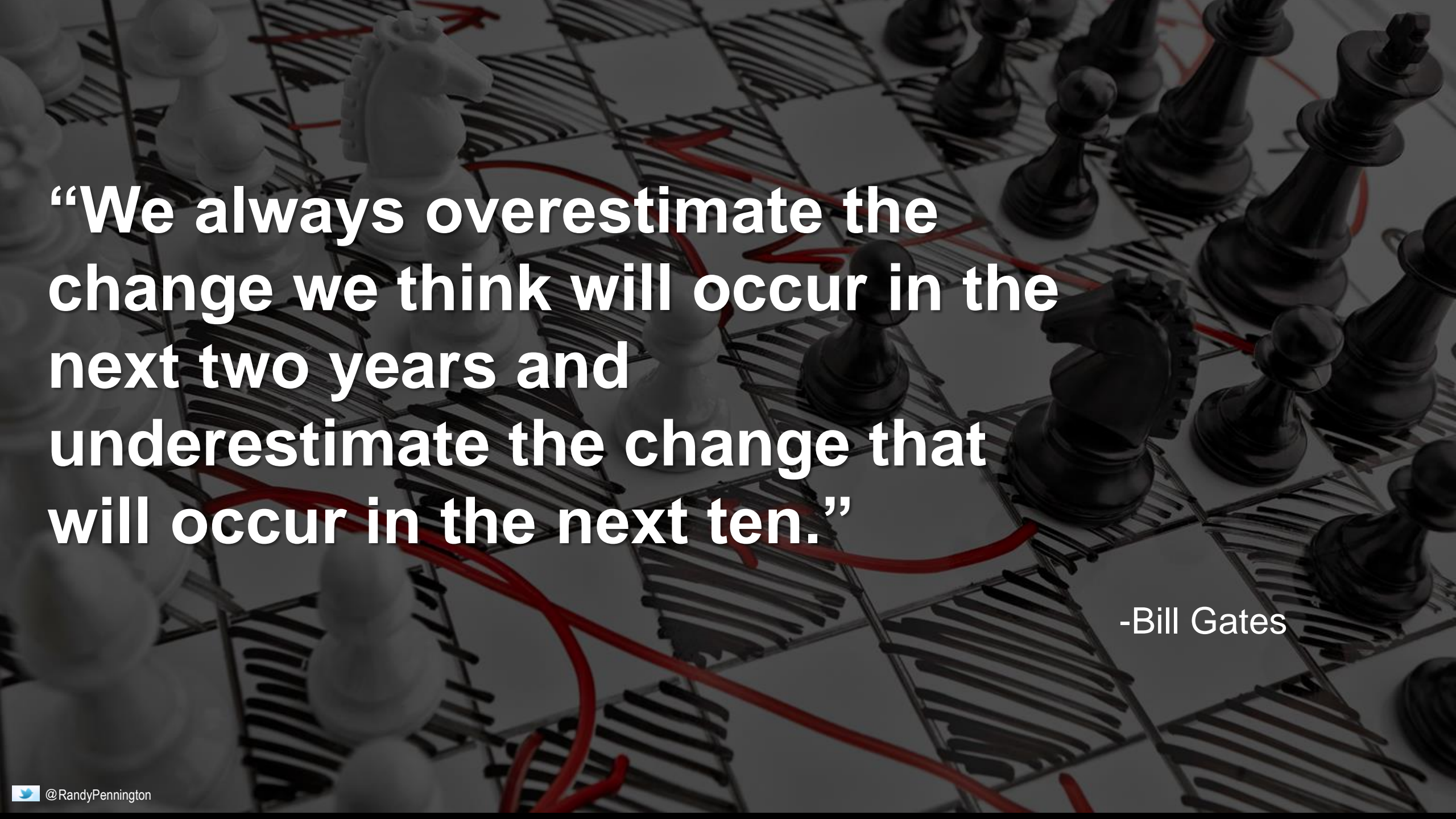


NEW MINDSET LOADING...



**There is no more
“New Normal.”**

**There is only a
New Next.**



“We always overestimate the change we think will occur in the next two years and underestimate the change that will occur in the next ten.”

-Bill Gates

“AI is unlikely to make professional speakers completely obsolete, but it will certainly change the landscape of the industry.”



***Excerpted response from ChatGPT about the future of the Speaking profession**

Why Speakers Won't Be Replaced

1. Human Connection and Emotional Resonance:

- Authenticity
- Emotional Intelligence

2. Creativity and Innovation:

- Original Thought
- Adapting to Complex Situations

3. Trust and Credibility:

- Expert Authority:
- Ethical and Moral Guidance: .

4. Inspiration and Motivation:

- Motivational Impact.



***Excerpted response from ChatGPT about the future of the Speaking profession**

Where Speakers Could Be Replaced

- **AI-Generated Keynotes:** For more transactional or data-heavy presentations. AI can deliver factual, pre-programmed speeches with accuracy and even handle basic Q&A using natural language processing.
- **Low-Cost Events:** Budget-conscious events may turn to AI-generated content or avatars to replace human speakers when the goal is simply to deliver information rather than create a memorable or emotional experience.



***Excerpted response from ChatGPT about the future of the Speaking profession**

There is the possibility that the AI is
lying to us.





**Uncertainty and change are the water in
which we swim.
When people drown, it isn't the water's fault.**

The present should be guided more by the **future** than the **past**.



If you want things to be better, they have to be different.

If you want things to be different, they have to change.





Thank You!

I look forward to seeing
your success!

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