

# Kelly McDonald

## Consumer Trends, Marketing and Sales Expert

Please contact a GDA agent for information.

### Topics

- Branding / Marketing
- Business Growth / Strategy / Trends
- Customer Relations
- Diversity and Inclusion
- Generational Issues
- Social Media
- Virtual

### About Kelly McDonald

Kelly McDonald is considered one of the nation's top experts in marketing, leadership, the customer experience and consumer trends. She is the founder of McDonald Marketing, which has twice been named one of the "Top Ad Agencies in the U.S." by Advertising Age magazine.

Her client experience includes brands such as Toyota, State Farm, Kimberly-Clark, Nike, Harley-Davidson, Miller beer, and Sherwin-Williams.

Kelly does hundreds of speaking engagements each year, both in person and as Virtual Keynotes and webcasts for clients.

She has been featured on CNBC, in Forbes, Bloomberg BusinessWeek, Fast Company, on CNNMoney.com and more.

She is the author of four bestselling books. Her latest is titled "It's Time to Talk about Race at Work: Every Leader's Guide to Making Progress on Diversity, Equity & Inclusion", and debuted at #1 on the Bestselling Business Books list in June 2021. Her fourth book is titled "It's Time to Talk About Race at Work: Every Leader's Guide to Making Progress on Diversity, Equity & Inclusion" and it will be released in June.

Kelly lives in Denver and when she's not working, she enjoys boxing – (not kickboxing, actual boxing! ) – and shopping for high heels.

### Select Keynotes

- **How to Work With & Lead People Not Like You**

Diversity in the workforce is a hot topic. Employers are under pressure to ensure their employee base is diverse and representative of the customers they serve. A diverse workforce has positive impact on the bottom line. Such a workforce doesn't just lead to better decisions and solutions and innovation - it has been proven to grow business and profits. And a diverse workforce doesn't just mean employees of different racial and ethnic backgrounds; it can also mean *diversity of thought*.

There are numerous ways we can be "diverse": A new mom is in a very different place than one who is an empty nester. Someone with a master's degree is very different than someone who went to a vocational/technical college. Someone who is foreign-born is different than someone who is U.S. born. "People not like you" takes away the baggage that is often associated with the word diversity and frames the subject in a more relatable way. We are ALL dealing with people "not like us".

When the people you work with are different from you, friction can arise. They may not see eye-to-eye on an issue or have vastly different approaches to work. Their communication styles may be very different. Their comfort in working with technology may be miles apart. Cultural backgrounds and norms can differ. How do you work alongside someone who may be quite different from you, respect those differences and be effective in your role? This session shows you how.

#### Learner Outcomes:

- You'll learn why diversity at work is important, but why it seems so **hard** to work with people not like you. And why that makes you **NORMAL**, not a bad person. You'll learn why it often comes with stress, complex emotions and even fear for some people.



- ◊ Specific tactics will be shared for how employees can succeed in today's diverse workplace without losing their minds or becoming frustrated by approaches to work that may differ from theirs.
- ◊ For those in leadership positions, or those who aspire to manage and lead others, three key steps to make a diverse team work more cohesively, more productively and enjoyably.
- ◊ The four key words that will transform how you interact with your colleagues and associates in tough situations to get the best outcome. How to troubleshoot the complex issues and address the "derailers" and naysayers that lurk within every organization and threaten its success.

## • **How to Market and Sell to People Not Like You**

If you could grow your business simply by marketing to your existing customers and raking in more referrals, making money would be a cakewalk. But to generate new revenue, you have to win over the customers and clients you're not getting, but could be. Now, more than ever, it's important to reach new prospects in different ways to grow your business.

It's imperative to form a connection with customers and prospects in order to earn their business. This is especially true in the highly competitive business signage industry. But how do you form a connection with someone who is completely different from you? Whether it's gender, age, lifestyle, race, ethnicity or even communication preferences, you need to be able to break through barriers to connect in a meaningful way, build trust and differentiate yourself from your competition.

People spend money on what they care about. Show your customers and prospects how you fit into what they need and what they value, and they'll show you the money. By recognizing people's differences and just tweaking your product, message, approach or marketing efforts to reflect their values, you'll get the business.

Understanding your customers' values is how you will reach new customers' hearts, minds, and, ultimately, their wallets.

Using consumer insights and real-world examples from successful companies, retailers and other organizations, "How to Market, Sell to and Serve People Not Like You" shows you how to create a deep, values-based connection between you and your customers and prospects.

You'll learn:

- ◊ Five low-cost / no cost things you can do right now to grow your business with new customers and increase customer satisfaction and retention
- ◊ The do's and don'ts of marketing to different customer segments and their values
- ◊ The major macro trends that affect your business – and all of us – and how to leverage them for growth & customer satisfaction
- ◊ How to communicate in a relevant manner to stand out from your competition
- ◊ How to recover from a mistake that smooths things over EVERY TIME

## • **Crafting the Customer Experience for People Not Like You**

Your industry is going through tremendous change: technology is changing how business is done and what customers expect. More and more, businesses must differentiate themselves on the experience that customers have, in addition to the products and services offered.

The way to stand apart from your competition and grow business is about offering a customer experience like no other.

And don't let the word "customer" limit your thinking. We all have customers – even if your customer is your boss. Whether the "customer" is external (customers and prospects) or internal (your associates, suppliers, your supervisor or your team), each of us is responsible for satisfying our customer constituencies.

This fun and engaging, high content session will cover key methods of how companies, brands and products struggling to differentiate themselves in the "sea of sameness" can foster long-term loyalty and brand preference with exceptional and customized customer experiences.

A "one-size fits all" approach to the customer experience is no longer viable. Using real world examples and best practices from successful organizations, you'll learn how catering to customers' differences can differentiate you from your competitors and give you the edge in a business that demands more from you than ever before.

Key Learning Objectives:

- ◊ Learn the three principles that ensure an exceptional customer experience
- ◊ What to do – and NOT do – when things go wrong. The 5 words that customers want to hear and that work every time
- ◊ Key customer values and insights that will help you market, sell and service your customers more effectively
- ◊ 5 low-cost, no-cost action items that you can apply immediately

## • It's Time to Talk About Race at Work: How to Make Progress on Diversity, Equity & Inclusion

Corporate America is not very diverse; we're a long way off from having equal representation of people of color in many organizations, especially in key executive and leadership positions. Many leaders want to create change, but don't know how. How do you know where your blind spots are that can create obstacles for diverse talent?

And how do you address the issues and comments that come up when employees feel nervous, resentful or uncomfortable as you make headway on diversity, equity and inclusion in your organization?

Your intentions may be sincere and heartfelt, but intentions aren't enough. If you don't know how you come across to others and you don't know how to build bridges, people can be offended, jobs can be lost, and lawsuits can be filed. This session (and the book) does not approach this from the standpoint of social activism, political ideology or an HR perspective. This is the roadmap for how businesspeople can successfully create a fair and equitable workplace, one that recognizes diverse talent and fosters productive and constructive conversations across different perspectives that make business better - for everyone.

Not a bunch of theory, this session provides specific, actionable, no-cost tactics that you can implement immediately. When it comes to talking about race at work, attendees will move from "uncomfortable and unsure" to "confident and empowered", using proven tools that get real results. And that's language everyone values.

### **This session will illuminate:**

- ◊ The well-intended things people say that are hurtful or offensive to others
- ◊ The excuses people use to avoid doing anything about diversity
- ◊ Why your diversity & inclusion efforts haven't done the job

### **You'll learn:**

- ◊ How to talk about race in helpful and positive ways: do's & don'ts
- ◊ Answers to tough employee questions or racist remarks
- ◊ Where to start when you don't know where to start – an 8-step framework that will show you, step-by-step, how to become a more diverse and inclusive company, department or team.
- ◊ How to effectively recruit, interview and support diverse candidates
- ◊ How to build business relationships with people who are different from you
- ◊ For leaders, how to set the example, reduce tokenism, and deal with naysayers and derailers. How to avoid "Launch & Abandon" with your diversity efforts.

## • How to Wow, Work With & Win Customers NOW

Experience this IN-DEMAND topic! Global companies, associations and independent businesses are RAVING about the insights and no-cost, actionable takeaways in this info-packed session.

### SUMMARY:

Right now, your customers need you more than ever. But not in the usual way. What your customers want and expect from you now is radically different because we've changed the way we work in some fundamental ways. Now, more than ever, you must differentiate yourself and your company on the experience that your customers have, rather than simply the products and services you offer.

You now have a unique opportunity to "wow" your customers, by demonstrating that you have their back and that you're here to help and serve them as they navigate whatever is around the next corner.

You can work with your customers in new ways by being "quietly helpful". The work you do now, in this way, will position you for the **WIN**: how you, your company, brand, people and products will be seen long-term, not just when times are difficult or uncertain.

In this session, you'll learn new approaches and mindsets that will make you better, smarter, and more effective in serving your customers – and you'll cement the bond for increased sales and loyalty.

### This session will cover:

- How to address the concerns your customers have right **NOW** – and how you can tie those into exceptional sales and customer service
  - ◊ How to stay visible without spamming your customers
  - ◊ 5 low-cost, no-cost action items that you can apply immediately
  - ◊ What to do – and **NOT** do – when things go wrong

- ◊ Consumer trends and insights to leverage to grow business now

### Select Book Titles

- **2021:** It's Time to Talk about Race at Work: Every Leader's Guide to Making Progress on Diversity, Equity & Inclusion
- **2017:** How to Work With & Lead People Not Like You
- **2012:** Crafting the Customer Experience for People Not Like You
- **2011:** How to Market to People Not Like You: "Know It or Blow It" Rules for Reaching Diverse Customers

### Select Articles

- [Catering to Changing Demographics](#)

Four tips for working in an increasingly diverse environment.

### Select Testimonials

"Kelly's enthusiasm was contagious and her message was very well received by our audience of utility industry attendees. She was very relatable and left our customers energized and ready to apply techniques to relate to all customers into the work they do every day. We would highly recommend Kelly for any event."

– Sharelynn Moore, VP Corporate Marketing & Public Affairs, Itron

"Kelly, You challenged and educated the audience in a way to cause participants to really think about how they were doing business and with whom they were doing business. Thank you for being real and for presenting data driven information in a very enjoyable way."

– Stephen Hardy, Associate Vice President of Continuing Education & Workforce Development, Collin College