

# Seth Mattison

## Workforce Strategist and Management Trendspotter

Please contact a GDA agent for information.

### Topics

- Change Management / Organizational Change
- Employee Engagement
- Futurists / Trends
- Generational Issues
- Human Resources / Workforce Issues
- Leadership
- Risk Management
- Social Media
- Teamwork / Teambuilding
- Virtual



### About Seth Mattison

Seth is an internationally recognized thought leader, advisor, and top- rated keynote speaker on talent management, change and innovation, digital transformation, leadership, and the future of work.

His research, case studies, and thought leadership focus on inspiring audiences while sharing actionable strategies to drive meaningful outcomes for individuals and their organizations. He also coaches high- performing leaders with practical, life-tested ideas, concepts, and frameworks to elevate their impact and create lasting legacies.

Over the past decade, Seth has shared his insights with thousands of business leaders around the globe for many of the world's most recognizable brands including Mastercard, Johnson and Johnson, IBM, The Dallas Cowboys, AT&T, PepsiCo, GE Energy, E&Y, Caterpillar, and The Walt Disney Company, to name a few.

In addition to speaking, Seth is the founder and CEO of FutureSight Labs, an org design and transformation firm that supports many of the world's most inspiring leaders by helping prepare themselves and their organizations for the future of work through research, training, advising, coaching, digital tools, and thought leadership.

### Select Keynotes

- **The Emerging Future: Building Future-Ready Organizations and High-Performing Cultures to Compete and Win in The Decade Ahead**

As we enter the second decade of the 21st century, leaders prepare to face an unrelenting and continuously shifting landscape of change and transformation. Of course, change has always been a reality for the modern-day leader but today it knows no boundaries, no borders, and no breaks. The impact of this can be felt as individuals fatigue under the weight of extreme ambiguity.

From ever-evolving go-to-market strategies and expanding customer expectations to an emerging list of new future-ready competencies and new ways of working, today's leaders are seeking certainty about the future and the confidence to trust themselves to rise to the occasion and meet the moment with influence and impact.

Rooted in the research and bolstered by time advising high performers in the field, Seth Mattison will help prepare leadership teams to meet the decade ahead with confidence, clarity, and conviction.

#### Attendees will gain insight into:

- The formula for the activating the organizational operating system of the future
- The prime skill for navigating ambiguity and uncertainty
- The most critical leadership competencies of the decade ahead
- The new formula for high-performance teams
- The key to shaping the customer experience of the future

- **The Heart of Business: The Secret and the Science to Influencing and Leading During Times of Transformation**

Leadership has always been about one thing: influence. To effectively manage transformation today, leaders must have the understanding and the skill to not only connect with the rational and logical aspects of people's brains but also have the capacity to reach their hearts in order to understand what ultimately drives human behavior at the deepest level.

As traditional hierarchies are re-examined and leadership becomes less about title, tenure, and time at the organization and more about influence, impact, and connection to their heart, our ability to develop, cultivate, and grow our personal presence and own our capacity to reveal our full selves every single day will become the new mandate for leadership in the modern era.

In this highly interactive deep-dive discussion, Seth will shed light on these questions and add a new perspective to the conversation of leadership today by dissecting the most critical skills and competencies leaders will need to acquire in order to elevate their impact on the teams they're supporting, the organizations they're leading, and the communities they live in.

**Attendees gain:**

- Perspective on the neuroscience and neurocardiology of influence and change
- An unprecedented look at the global research of heart-based leadership and its impact on performance, culture, and organizational growth
- A new framework for architecting and articulating communication strategies and cultural competencies that reach people and influence behavior
- Access to case studies from category-leading brands activating heart-based cultures to drive growth

- **The Human Connection: Harnessing the Power of Belonging to Activate High Performance and Organizational Resiliency**

In a world of uncertainty, ambiguity, change, and transformation, leaders today face a stark reality to compete, grow, and scale the business. And while technology supports this evolution, people make it a reality. Specifically, individuals that feel a deep sense of connection and commitment to themselves, their work, and the eco-systems that support them.

What's possible when environments are created where talent feels safe enough to be free and supported enough to truly belong? When these elements begin to align and experiences unfold, an expansive and abundant future takes shape.

Backed by a decade of research on high-performance cultures, the neuroscience of change, and real-world applications from category-leading brands navigating transformation, this program will unpack one of the most important talent trends of the next decade to help leaders motivate, inspire and drive synergy across teams and organizational structures.

**Attendees gain:**

- A holistic view of the impact belonging has on human performance
- Deep insights into the data behind the number one human value that drives behavior
- A new framework for architecting richer employee experiences
- Practical and actionable techniques to improve diversity and inclusion outcomes

- **Leading High-Performance Virtual Teams: Strategies for Succeeding with a Remote Workforce**

As we enter a new era of digital work, leaders are faced with the challenge of reengineering their organizations for a mobile-first culture in order to drive business performance and maintain cultural cohesiveness from afar. Shepherding a virtual future will be the mandate for the modern leader.

When teams are dispersed and isolated from each other, new systems, processes, skills, and competencies will be required to effectively adapt and evolve to these new environments. The challenges of isolation, social distancing and working from home will give leaders a unique opportunity to create compelling new digital remote work environments that are engaging, participatory, and full of the human connection we deeply value.

In this program, Seth Mattison will unpack the opportunities our new virtual environment presents along with research, case studies, and best practices for what leaders and managers can do today to effectively support and lead a remote workforce and mobile-first future.

**Attendees will gain:**

- Insight on the data of what drives real engagement with remote workers
- Perspective on the challenges of remote work isolation
- Strategies for helping people maintain productivity away from the office
- Techniques for maintaining human connection digitally
- Tips for developing resilient mindsets, routines, and rituals to support high performance

- **The Future-Ready Seller: Elevating Influence and Impacting the Client Experience of the Future to Scale and Grow the Business**

Seller sophistication today is accelerating at a rapid pace. No longer are strong interpersonal skills and quality relationships enough to meet quotas and grow the business. Today a new set of seller skills and competencies are required to pace with the changing needs and expectations

of customers and clients as a power shift has occurred in the world of customers and clients. No longer do institutions and authority figures hold the keys. Today power, information, and influence are shared between customers and sales professionals creating new challenges and opportunities for entire industries. How will you respond to this dramatic evolution?

In *The Future-Ready Seller*, Seth Mattison will dissect how world-class firms, leaders, and sales producers are meeting the elevated expectations of more sophisticated and demanding customers by demonstrating an entirely new set of relationship competencies and intelligence gathering skills required to compete and win business in this new complex and competitive environment.

**Attendees gain:**

- Deep insights into the data behind the evolution of client behavior
- Unique perspectives on the shift in seller skills and competencies required to compete and win in today's digital charged marketplace.
- A new framework for architecting and articulating high impact value propositions.
- Practical and actionable process disciplines to scale client experience.

• **The Future-Ready Advisor: Elevating Influence and Impacting the Client Experience of the Future to Scale and Grow the Business**

The financial services industry is rapidly changing. New digital technologies—social, mobile, analytics and cloud—are creating fundamental shifts in both client and advisor attitudes, behaviors, expectations, and relationships. And as younger investors mature, and wealth passes from one generation to the next, digitally empowered clients will seek out frictionless, financially relevant information and advice through multiple channels while simultaneously expecting meaningful human connection.

In *The Future-Ready Advisor*, Seth Mattison will dissect how world-class firms, leaders, and advisors are meeting the elevated expectations of more sophisticated and demanding clients by demonstrating an entirely new set of relationship competencies, intelligence gathering skills, and digital savviness required to compete, win, and grow the business in this new complex and competitive environment

**Attendees gain:**

- Deep insights into the data behind the evolution of client behavior and its impact on new asset growth
- Unique perspectives on the shift in advisor skills and competencies required to compete and win in today's digital charged marketplace
- A new framework for architecting and articulating high impact value propositions
- Practical and actionable process disciplines to scale client experience

**Select Book Titles**

- **2021:** *The Heart of Business*
- **2019:** *The Future of Leadership: Elevate your influence. Navigate disruption. Bring out their best.*
- **2017:** *The War At Work: A Tale of Navigating the Unwritten Rules of the Hierarchy in a Half Changed World*
- **2010:** *The M-Factor: How the Millennial Generation is Rocking the Workplace*

**Select Testimonials**

"As CEO of Audigy Group, I've worked with Seth Mattison over the past six years to help our leadership team guide the organization through change, transformation, and the future of work. Seth has been instrumental to our growth and success as one of the fastest-growing brands in the country and he has consistently been one of our highest rated speakers at our events and one of our most trusted strategic advisors to the business."

— *Brandon Dawson, Founder & CEO Audigy Group, Cardone Ventures*

"As we navigated our own transformational journey, Seth's research and insights provided a spot on and powerful framework to help our executive team challenge the assumptions they've made and the beliefs they carry about who they are and how they're showing up in the world as leaders."

— *Susan Cisco, Head of HR & Employee Experience MassMutual*

"Seth did a wonderful job here at 3M for us. Everyone who attended provided great feedback on the session. Seth was rated one of the top performers! Thank you very much for your professionalism, enthusiasm and quality work, we really enjoyed working with you."

— *Wanda Frias, Strategic Planning & Government Markets, 3M Latin America Region*