

# Scott Steinberg

## World's Leading Business Strategist, Innovation + Trends Expert, Technology Futurist

Please contact a GDA agent for information.

### Topics

- Business Growth / Strategy / Trends
- Change Management / Organizational Change
- Futurists / Trends
- Innovation / Creativity
- IT
- TED-Talks

### About Scott Steinberg

Hailed as The Master of Innovation by Fortune magazine and World's Leading Business Strategist, award-winning strategic consultant, trends expert, and professional speaker Scott Steinberg is a bestselling expert on leadership, change and innovation. A go-to resource for C-level leaders, he has served as a source of thought leadership, insight, and consulting for over 2000 leading brands, and advised on household-name products found in 500+ million homes.

One of America's top futurists (per the BBC); the author of Think Like a Futurist, Make Change Work For You and Millennial Marketing; and among today's top business strategy and leadership training providers, the Fortune 500 calls him a "defining figure in business and technology" and "top trendsetter to follow."

A strategic adviser to CEOs and four-star generals, firms like IBM, PwC, and the US Dept. of Defense regularly seek his insight. As the CEO of BIZDEV: The International Association for Business Development and Strategic Partnerships, and management consulting and market research firm FutureProof Strategies, he helps partners stay one step ahead of emerging trends – and drive growth around them.

One of the world's 150 most influential keynote speakers and futurists, and today's #1 generations expert and technology expert (per Google), he offers breakouts, workshops, and speeches at meetings/events, and has consulted on dozens of industry-leading solutions. A noted content strategy, social media +and communications expert, his eye for business analysis has also led to work as an insider for 800+ media outlets from CNN to The Today Show. From Dell to MTV, he's worked with many top brands to drive success. An expert witness + board member who advises C-level leaders, attorneys + investors, he also offers sales and media training, and hosts many executive summits.

"One of the best gurus on innovation + competitive advantage strategies to accelerate growth." -European Commission

"If you really want to know about business, you should refer to Scott Steinberg." - Richard Branson, Founder, Virgin

### Select Keynotes

#### • Leading Through Disruption: How to Thrive Amid Uncertainty

Unpredictability is the only thing we can predict and uncertainty the only certainty for businesses and working professionals going forward. Luckily, as today's most successful leaders know, a few simple shifts in strategy and thinking are all it takes to stay one step ahead of the curve. Discover how small changes in approach and slight shifts in tactics can help you drive breakthrough results in this dynamic and engaging talk from Scott Steinberg, the world's leading business strategist. Pairing real-world examples and case studies with practical insights, you'll learn how to plan around uncertainty, future-proof your business, and build a strategic roadmap that can withstand any unexpected twist or turn that the market takes.

#### • Think Like A Futurist: How to See Tomorrow Today

Think quickly – the future is coming on fast! In this high-energy, high-impact session, you'll learn to thrive in an age of constant disruption by applying the same strategies and skills that today's top market leaders use to spot rising trends and opportunities before rivals can react. A crash course in how to innovate and future-proof any business – discover what it takes to successfully adapt, whatever tomorrow brings. From



forward-thinking ways to redesign leadership and go-to-market strategies to cutting-edge insights on workplace trends and business solutions, world-renowned strategist Scott Steinberg reveals how you can stay one-step ahead of tomorrow's marketplace – and one step ahead of the competition.

- **Simple Change, BIG Impact: How to Do More With Less and Pivot Your Way to Success**

COVID-19 or no, who says that finding ways to innovate and stay ahead of the curve has to be time-consuming, difficult, or expensive? Oftentimes, all it takes to overcome the most complex and challenging problems are just the simplest and most clever of solutions – and slight shifts in business strategy and perspective are all it takes to rebound from unexpected obstacles. Change your perspective, and you can change your fortunes overnight, as world-renowned business strategist Scott Steinberg reminds, while demonstrating how to quickly boost your creativity, increase your agility, and heighten your ability to bounce back. Wondering how you can do more with less? Here, you'll discover the answers, including how – no matter what resources you're working with – it always pays to be more resourceful.

- **Leading with Innovation**

Even the most successful organizations must continually reinvent their products, processes and enterprises to remain market leaders in an age of growing change, connectivity and globalization. In this eye-opening presentation, audiences will learn how to thrive in the new operating reality, create competitive advantage, and successfully leverage new leadership strategies to adapt to changing times. From more powerful ways to unleash innovation to solutions for better capitalizing on cutting-edge advancements, discover how you and your organization can flourish in tomorrow's world – and effectively apply its most crucial success strategies and skills in context.

- **Defending Against Disruption: Maintaining Cyber Security in the Age of Digital Transformation**

In today's connected and always online high-tech world, where organizations must change and adapt to market shifts at record speed, staying alert to cyber threats is essential. That's because digital transformation is on the rise – and so is cybercrime, today's fastest-growing form of criminal activity, which is skyrocketing at an alarming rate. These concerns will only become more pronounced for individuals and organizations alike as more business operations shift to mobile, cloud, and Internet-based solutions going forward. Luckily, as bestselling futurist and cyber security expert Scott Steinberg reveals in this eye opening presentation, a few simple shifts in strategy and thinking are all it takes to keep your organization and partners safer going forward. Here, you'll discover best practices for keeping your organization and personal information safe in an always-on and connected online world, and how to implement more effective security controls (and a culture that champions safety and privacy) throughout your enterprise.

- **Raising Digital Citizens: Internet Safety and Online Privacy for Kids**

The new rules of online safety, texting and social networking: How to keep kids safe online on the Web or Internet, including high-tech etiquette, relationship and privacy essentials for all ages. Provides a detailed exploration of how parents, children and educators can work hand-in-hand to make the online world safer for all, and cultivate healthy computing and digital citizenship habits from the earliest age. Attendees of all ages will leave excited to implement hints, tips and strategies that can immediately open lines of communication and transform household interactions for the positive.

- **Parenting High-Tech Kids: Raising Connected Teens, Tweens and Children**

Today's digital kids are better equipped to run apps than tie their shoelaces, with four in five children enjoying an online presence by the time they're two years old – isn't it time the modern family gave its parenting strategy an upgrade? In this lively discussion, high tech parenting expert Scott Steinberg, #1 best selling author of The Modern Parent's Guide series, reveals how to connect with tomorrow's youth, and make technology a healthy part of your household. From better communications skills to safe computing habits and digital citizenship, both kids and adults will come away from the experience energized and enthused, and aware of how to meet the growing opportunities and challenges today's high-tech world presents.

- **The New Rules of Marketing and PR**

The Internet has changed everything for modern marketing, advertising and public relations (PR) professionals. With connected audiences' attention fractured across blogs, websites, social networks, online video sites and more, suddenly, it's not just about reaching end-users – it's about creating compelling content and stories they'll actively seek out and share. Via the lens of case studies and practical, real-world examples, discover actionable promotional and content strategy solutions that businesses of every size can use to better connect and communicate – and transform the size, shape and volume of conversations overnight.

- **Becoming Essential - Building and Maintaining Competitive Advantage**

Change is the only constant modern professionals and organizations can rely on today. In this eyeopening presentation, bestselling business analyst and author Scott Steinberg explains how to avoid becoming a commodity – or worse, obsolete – by preparing you to identify and greet the challenges and opportunities which progress presents. From more powerful ways to capitalize on business intelligence and grow brand equity to developing cutting-edge products, services and customer experiences, he demonstrates how you can create and maintain a competitive edge – and effectively apply it in context.

- **Succeeding in the New Era of Smart**

Technology has become smarter, more affordable and easier to implement than ever, helping put more powerful tools at business fingertips than at any point in history: But how do you maintain competitive advantage when competitors have access to the same tools as well? Discover

how market innovators continue to leverage technology and new business advancements to stay ahead of the curve, and ahead of the competition, in this dynamic and engaging presentation from one of the world's leading business strategists. Attendees will learn how the formula for surviving and thriving in dynamic and more demanding markets isn't as difficult as it seems- and discover what it takes to continually keep themselves at the head of the pack.

- **Change Management: Creating a Culture of Success**

Finding the courage to embrace change and take chances is the only way to succeed – and stay ahead of the curve. You can empower both individuals and teams to more effectively embrace paradigm shifts, improve organizational learning, and boost productivity with these proven new approaches to leadership, technology and time management. Bestselling business author and consultant Scott Steinberg explains how the market's most innovative firms are embracing change management, and best practices and leadership pillars you can implement to breed a culture in which innovation thrives.

### Select Book Titles

- **2022:** FUN AT WORK: How to Boost Creativity, Unleash Innovation, and Reinvent the Future of Work Using the Transformative Power of Play™
- **2020:** Think Like a Futurist: How to Plan Around Uncertainty and Future-Proof Your Business
- **2020:** Fast Forward: How to Turbo-Charge Business, Sales, and Career Growth
- **2018:** Make Change Work for You: 10 Ways to Future-Proof Yourself, Fearlessly Innovate and Succeed Despite Uncertainty
- **2018:** Millennial Marketing: Bridging the Generation Gap: How Businesses and Brands Can Better Connect With and Engage Gen X/Y/Z, Baby Boomers and More
- **2018:** The Business Etiquette Bible: Modern and High-Tech Work Rules, Tips, and Training for Professionals and Brands
- **2017:** The Modern Parent's Guide to Facebook and Social Networks
- **2017:** Parenting High-Tech Kids
- **2015:** Think Smarter: How to Make Better Business Decisions
- **2014:** Leading with Innovation
- **2012:** The Modern Parent's Guide - Bestselling Parenting Series
- **2012:** Think Like a Futurist

### Select Articles

- [Seven Forward-Thinking Ways to Future-Proof Any Organization](#)

o stay relevant in a fast-changing world, clearly, organizations must continually change and innovate as well. Happily, as research with scores of leading innovators for our new book "Make Change Work for You: 10 Ways to Future-Proof Yourself, Fearlessly Innovate, and Succeed Despite Uncertainty" reveals though, this process can be far less challenging than you'd think.

- [New Rules for Being Respectful at Work in the Age of Social Media](#)

In fact, it's fair to say that today we're juggling two business agendas: real and virtual.

- [Keeping It Professional Online](#)

Now that social media penetrates virtually every aspect of our lives, "it's fair to say we're juggling two business agendas," writes strategic innovation consultant and futurist Scott Steinberg. "Real and virtual."

- [Can I comment on my coworker's outfit without being creepy?](#)

Notice how the emphasis of these comments is on the piece of clothing itself versus the person. As others' individual personalities and levels of self-confidence may differ, it's always best to steer away from comments on how others themselves look, and rather focus on how pieces from their wardrobe are interesting and unique.

- [Futurist Trends Columns for IBM](#)

Series of futurist trends articles on behalf of IBM looking at banking, finance, insurance, healthcare, retail, and other topics

- [A FOOLPROOF GUIDE TO BREAKING UP WITH, WELL, EVERYONE](#)

But if you do, it's sorta like that 'It's not you; it's me' thing: Don't lie. But do save face a little.

- [Millennials and Boomers: A Field Guide to Generations](#)

50 million-reader magazine Parade asked Scott to take a closer look at different generations - and how to connect with all.

- [TD Association - How to Prepare Tomorrow's Leaders Today](#)

A guide to empowering your workforce and unleashing innovation

- [5 New Skills Needed for Success](#)

The American Management Association asked us to redefine what skills executives would need to succeed in tomorrow's working world.

- [Should You Search Your Teen's Browser History?](#)

"Teenagers are smart, and a savvy kid can always find a work-around," he says. In that case, Steinberg's advice has nothing to do with technology: "You have to be alert and aware of what's going on in their offline life,"

- [Five mobile marketing tips for small and midsize businesses](#)

Like business owners, corporate executives and entrepreneurs, today's customers are always on the go. That's especially true for working professionals. Thankfully, a growing number of mobile and online solutions make it simple to connect with, engage and promote your business to them virtually anytime, anywhere.

- [New Online Publication Aims To Be Personal Concierge-On-Call For Entertainment](#)

He says that's what SELECT will provide readers, as well as insight into where the locals are going, as opposed to the tourist traps.

- [10 Best Places to Take Clients and Investors to Seal the Deal](#)

We asked the editors of SELECT: Your City's Secrets Unlocked – an inside guide and personal concierge to your city's best bars, restaurants, travel destinations and events – to share suggestions for some of the most fitting spots around the U.S. to schedule important get-togethers, whether on the clock or off.

- [The Best Places to Travel in Europe This Year](#)

Why should you visit Europe on your next vacation? As the team at new nightlife and travel website SELECT: Your City's Secrets Unlocked (the fastest way to get to know any city and live like a local) is fond of pointing out, there are a multitude of reasons. For example: World class museums. Movie-worthy beaches.

- [An Expert Career Guide to Online Job Hunting](#)

Today, it's about registering for recruitment websites, making email introductions through LinkedIn, connecting with colleagues on social channels and sending virtual portfolios bouncing across the web.

## Select Testimonials

With over a hundred advertising agency and marketing executives attending, Scott's leading with innovation speech hit the mark. Drawing on a wealth of case examples and research, Scott captured the audience's attention with high energy and pacing, and a healthy dose of good humor. We're already planning the next one...

— *Bela Papp, Microsoft Advertising*

One of America's leading futurists...

— *British Broadcasting Corp. (BBC)*

One of the best gurus on innovation and competitive advantage strategies to accelerate growth.

— *European Commission*

Wondrous presentation... Scott's dynamic presence at the Singapore Parenting Congress 2014 led the audience to leave with highly valuable knowledge. Truly, Scott is a gem that we were privileged to have grace our congress.

— *Janet Teo, MediaCorp*

Scott is a polished speaker with the ability to inspire leaders and help them connect innovative ideas with practical business solutions that they can implement into their operations to drive immediate change and growth.

– *Jason Barnhart, Director of Prof. Development, Public Relations Society of America*

Scott delivered an inspiring keynote session that was thought provoking, coherent and succinct, backed by real world consulting experience. It was one of the best sessions that I have ever attended. I highly recommend Scott for key note sessions on innovation and business strategy.

– *Logan Vadivelu, IBM*

Best session so far.... It was insightful and encouraged action [combined] with practical advice. I very much appreciated the multiple tips to help exercise judgment on organizations' current state and questions to ask directly of boards/employees. It offered informative, tangible takeaways. Fabulous – 4.9 out of 5 stars!

– *National Association of Corporate Directors*

One of the best gurus on innovation and competitive advantage strategies to accelerate growth.

– *RD Whitney, Institute of Finance and Management*

If you really want to know about business, you should refer to Scott Steinberg.

– *Sir Richard Branson*

Knowledgeable, entertaining and so very easy to work with! Participants really appreciated Scott's ability to share his knowledge in an easy to understand and engaging manner.

– *Wendy Kiever, Literacy & Learning Day*