

SPEAKING TOPICS

TOPIC 1 - Leadership: Letters To My Younger Self

After nearly seven years in the role of chief operating officer of a company that grew from \$2 Million to \$106 Million, Cameron wanted the lessons he'd learned to sink in. So, over the period of the three months immediately following leaving the company, he wrote for twenty minutes every day in a journal to capture what I'd learned. He wrote lists. He mind-mapped. He just wrote. He learned about himself during that period of reflecting. Leadership lessons he wished he'd known 20 years earlier but no one had taught him.

- During this session Cameron will share fifty-eight hardcore leadership lessons that he'd actually learned in 20 years of building 4 fast growth companies.
- This is the perfect keynote or workshop session for all conferences where managers or leaders are in attendance.
- An easy, fast paced, fun session, that will leave everyone in the room completely engaged, and filled to the brim with new lessons to become better leaders themselves.

Time: 75 minutes, including Q&A session

TOPIC 2 - Creating A World Class Company Culture

In this invigorating presentation, Cameron shares the secrets he has used to create truly amazing high-growth workplace cultures, including one company he led being rated #2 in Canada's Best Places to Work as awarded by Canadian Business magazine and twice rated #1 Best Places to Work in BC as awarded by BC Business Magazine. He's also formally mentored four others now ranked among the best to work for in their countries as well. This is some of the best content he teaches yearly at EO's Entrepreneurial Masters Program held at MIT's Endicott House.

- How to use a unique visioning process called a Vivid Vision™ to create total alignment in your employees and have them reading your mind
- The best systems to attract, interview, select & handcuff top employees
- Secrets to attracting 'A' Players away from competitors
- Real life examples of what fantastic workplaces look like where Gen X, Gen Y & Baby Boomers all productively work together
- Step-by-step strategies for balancing culture with your bottom line

Time: 75 minutes, including a substantial Q&A session

TOPIC 3 - From Zero To Good (How To Build A \$100 Million+ Business)

Managing business growth can be an exhilarating experience, but it can also be an intimidating one. In this dynamic speech, Cameron reveals the systems all companies need to grow and how to do it while making a profit.

- How to use a unique visioning process called a Vivid Vision™ to create total alignment in your team members and have them reading your mind
- Attract, interview & retain top talent, while systematically removing low performers
- Reverse engineer long-term goals – know precisely WHAT to do & WHEN to execute. You'll forever change your strategic planning process to one that actually works.
- Make useless meetings taboo in your company, skyrocketing productivity and profit
- Leverage simple and easy to put in place technology to drive growth

Time: 90 minutes, including a substantial Q&A session

TOPIC 4 - Generating Free P.R. for Your Business

The only thing better than getting good press is getting good press for FREE! In this strategic session, Cameron shares the PR secrets he's used to land over 5,000 media placements in six years, including Oprah, Fortune, Wall Street Journal & New York Times.

- Strategies to quickly become the quoted media "expert" in your industry
- How to create multiple angles that will generate the interest of journalists
- How to turn normal employees into skilled PR evangelists for your business

Time: 75 minutes, including a substantial Q&A session

TOPIC 5 - Highs & Lows of CEOs

Leading a business is an emotional journey of extreme highs and challenging lows. In this insightful talk, Cameron reveals detailed strategies to help CEOs, entrepreneurs – their teams & spouses – manage these emotions effectively.

- Understand the emotional ups & downs associated with entrepreneurship
- Learn how to leverage gains from the "highs" & avoid unexpected risks of the "lows"
- Give employees & spouses insights into the stresses a business owner faces

Time: 60 minutes, including a substantial Q&A session