

## **BUILT TO WIN:** *Cultivate The Ultimate Advantage in the Age of AI*

For those willing to adapt, the future is not a threat but a canvas for extraordinary success. **This keynote isn't about fearing AI, it's about unlocking the secrets to thriving alongside it.** Drawing from 20+ years working with 34 Fortune 50 companies and cutting-edge research, this session equips you with relevant, pragmatic frameworks to dominate the new world of work.

**Seven unstoppable forces, the Seven-Sided Pincer Movement, are converging to disrupt every job, department, and industry:** Revolutionary Software (ERP systems, automation), White-Collar and Blue-Collar Robots, Globalization, Outsourcing, Internet and Digital Disruption, Disruptive Competition, and Artificial Intelligence as the accelerant multiplying all others. Standing still isn't an option. Complacency and clinging to the status quo guarantee obsolescence.

This is a brawl with few rules, where **the fast, adaptive, and agile win.** The Five-Ingredient Kryptonite defense system separates top performers from laggards: IDEAS (relentless innovation), SPEED (velocity as advantage), TALENT (uniquely human capabilities), DISTINCTION (escaping commoditization), and LEADERSHIP AT ALL LEVELS (everyone owns outcomes). **Master these five ingredients and you don't just survive disruption, you dominate it.**

This isn't just a keynote, it's a call to action. Leave equipped with the tools and mindset to not only weather the storm of disruption but ride its waves to unimaginable heights. Embrace agility, resilience, and forward-thinking self-leadership. **Learn what it takes to thrive in the new world of work where adapting to change, igniting engagement, and cultivating creativity are the preeminent competencies individuals and teams must master.**

## KEY LEARNINGS AND TAKEAWAYS:

- **Master the Seven-Sided Pincer Movement:** Understand all seven converging forces disrupting work and how they multiply each other, creating existential threats to traditional jobs and industries.
- **Deploy the Five-Ingredient Kryptonite Defense:** Learn how IDEAS, SPEED, TALENT, DISTINCTION, and LEADERSHIP work together as an integrated system to make you irreplaceable in the age of AI.
- **Build Adaptability and Resilience:** Cultivate the tenacity to pivot swiftly, weather disruptions, and develop a growth mindset that turns challenges into opportunities for success.
- **Harness AI and Human Strengths:** Discover how to complement cutting-edge technologies with creativity, empathy, and strategic thinking to differentiate in a commoditized world.
- **Develop Distinction in the Sea of Sameness:** Build personal and organizational brand that makes you indispensable. Escape commoditization through dramatically different value.
- **Gain Strategies to Outmaneuver AI:** Leverage uniquely human strengths—creativity, empathy, judgment, and leadership, to stay ahead of the automation curve.
- **Cultivate Innovation and Agility:** Harness the power of innovation, speed, and agility to adapt, seize opportunities for growth, and stay ahead of competitors.
- **Position for Long-Term Relevance:** Equip yourself and your team for sustained success in an increasingly dynamic marketplace through continuous learning and adaptation.
- **Transform Culture from Obligation to Aspiration:** Shift from cultures where change is feared to cultures where change is embraced and accountability thrives.

- **Empower Teams for the Future:** Ignite passion, foster collaboration, lead with confidence through uncertainty, and implement a roadmap to future-proof your organization.

## About The Speaker/Author:

Mike Evans isn't another consultant who discovered AI in 2023 and rebranded himself as an expert. He's been preparing organizations for the future of work since 1991.

For nearly three decades, Mike has worked at the intersection of organizational transformation and technological disruption. While serving as an executive at the Tom Peters Company (1995-2003), FranklinCovey, and Kotter International, he collaborated directly with some of the most influential business thought leaders of our time: Tom Peters, Dr. Stephen Covey, Dr. John Kotter, Jim Kouzes, and Barry Posner. These weren't brief engagements. They were years-long partnerships that shaped Mike's understanding of how organizations actually change, not just how they should change in theory.

When most consultants were still treating the internet as a novelty, Mike was already helping Fortune 50 companies navigate what he recognized as the beginning of a fundamental shift in how work gets done. Over the following decades, he watched as globalization, outsourcing, automation, robotics, and digital disruption each emerged as new forces threatening organizational stability. He didn't just observe these changes. He developed practical frameworks to help people and organizations adapt to them.

What Mike calls the "7-Sided Pincer Movement" didn't start with AI. It started with six other disruptive forces, each powerful enough on its own to obsolete careers and companies. AI didn't create this threat. It amplified it. It accelerated it. It made the stakes exponentially higher. That's why Mike's approach is fundamentally different from the sudden surge of self-proclaimed AI experts. He's not reacting to a trend. He's continuing work he's been doing for 27 years, now armed with urgent new data about just how quickly the future is arriving.

Mike's expertise isn't theoretical. It's operational. He doesn't just identify problems or paint apocalyptic scenarios. He gives you the defense. The "5-Ingredient Kryptonite" framework he presents in this book is the distillation of thousands of hours working with 34 Fortune 50 companies including Intel, Apple, PepsiCo, and Caterpillar. These aren't abstract concepts. They're battle-tested strategies that have helped real people and real organizations not just survive disruption but thrive because of it.

As a keynote speaker, Mike delivers over 50 presentations annually to corporate audiences, translating complex future-of-work challenges into actionable insights. His speaking has earned him recognition as an award-winning thought leader who combines rigorous research with compelling storytelling and practical application.

His first book, *Achieve with Accountability*, was published by Wiley and established him as a leading voice in organizational performance and leadership accountability.