

DISTINCT OR EXTINCT?

Future-Proofing People and Organizations in the Age of AI

**Based on Mike's New Book, Release April 2026*

By 2034, experts predict 80% of jobs will be fundamentally transformed or eliminated. Your people are anxious, asking: "Am I next?" This keynote equips them with the complete defense system to dominate the future, not just survive it.

Welcome to the Seven-Sided Pincer Movement—seven converging forces attacking simultaneously: Revolutionary Software, Robots, Globalization, Outsourcing, Digital Disruption, Disruptive Competition, and AI multiplying all others. Standing still is a death sentence. But disruption doesn't destroy value—it redistributes value to those who adapt decisively.

Deploy the Five-Ingredient Kryptonite Defense: IDEAS (relentless innovation), SPEED (velocity advantage), TALENT (uniquely human capabilities), DISTINCTION (escaping commoditization), LEADERSHIP AT ALL LEVELS (everyone owns outcomes). Drawing from 27 years with 34 Fortune 50 companies, these battle-tested frameworks transform anxiety into action.

Will you be distinct, or will you be extinct?

TOP 4 KEY TAKEAWAYS

1. Master the Seven-Sided Pincer Movement

Understand all seven converging forces disrupting work—Revolutionary Software, Robots, Globalization, Outsourcing, Internet Disruption, Disruptive Competition, and AI as the accelerant. See the complete battlefield, not just isolated threats. Recognize how these forces multiply each other to create existential challenges requiring integrated defense, not piecemeal responses.

2. Deploy the Five-Ingredient Kryptonite Defense System

Learn how IDEAS (relentless innovation), SPEED (velocity as competitive advantage), TALENT (uniquely human capabilities), DISTINCTION (escaping commoditization), and LEADERSHIP AT ALL LEVELS (everyone owns outcomes) work together as an integrated system—not five separate tactics, but five ingredients creating one unified strategy to make you and your organization resistant to disruption and positioned for dominance.

3. Build Distinction That Makes You Irreplaceable

Escape commoditization through the Big 3 framework: Dramatically Different + Overt Benefit + Prove It. Stop being "pretty good at everything" and become exceptional at something specific. Create value so unique that you become irreplaceable, not just valuable. Learn how to escape the sea of sameness that makes individuals and organizations vulnerable to disruption.

4. Become CEO of Your Career and Destiny

Stop waiting for your company or boss to save you. Take radical ownership of your professional development, skill building, and value creation. Nobody else controls your future—you do. Lead without waiting for permission, embrace leadership at all levels where everyone owns outcomes, challenges the process, and asks "What else can I do?" Transform from passive survival mode to active domination.

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.