

do more!

# Xceptional Execution

How to engage a goldfish?

## MASTERCLASS OVERVIEW

Kevin Kelly speaks on the methodology of Xceptional Execution and the success principles of entrepreneurship, leadership, sales and motivation. The latest research shows that the average attention span of a goldfish is 9 seconds, of an individual it is 8 seconds. Engaging and building brand loyalty is becoming an extreme challenge. Using his methodology of Xceptional Execution, that draws on over 2 decades of breaking sales records in client companies, Kevin Kelly highlights the secrets to dramatically increasing your sales and developing long term sustainable relationships with customers.

**September , 2017**  
**1 DAY MASTERCLASS**  
**— RESIDENT PROGRAM —**



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## SPEAKER PROFILE

Kevin Kelly is an internationally acclaimed authority and best selling author on the success principles underpinning execution, entrepreneurship, leadership, sales and motivation for which he has developed the cutting edge methodology of Xceptional Execution.

### MOST POPULAR SPEECH TOPICS:

- The art of Xceptional Selling – how to engage a goldfish?
- Lead like you live it.
- The paranoid's guide to Xceptional Customer Service.
- How an ordinary idea is the new WOW – if you execute.
- Have no fear – the future is no different than the past.

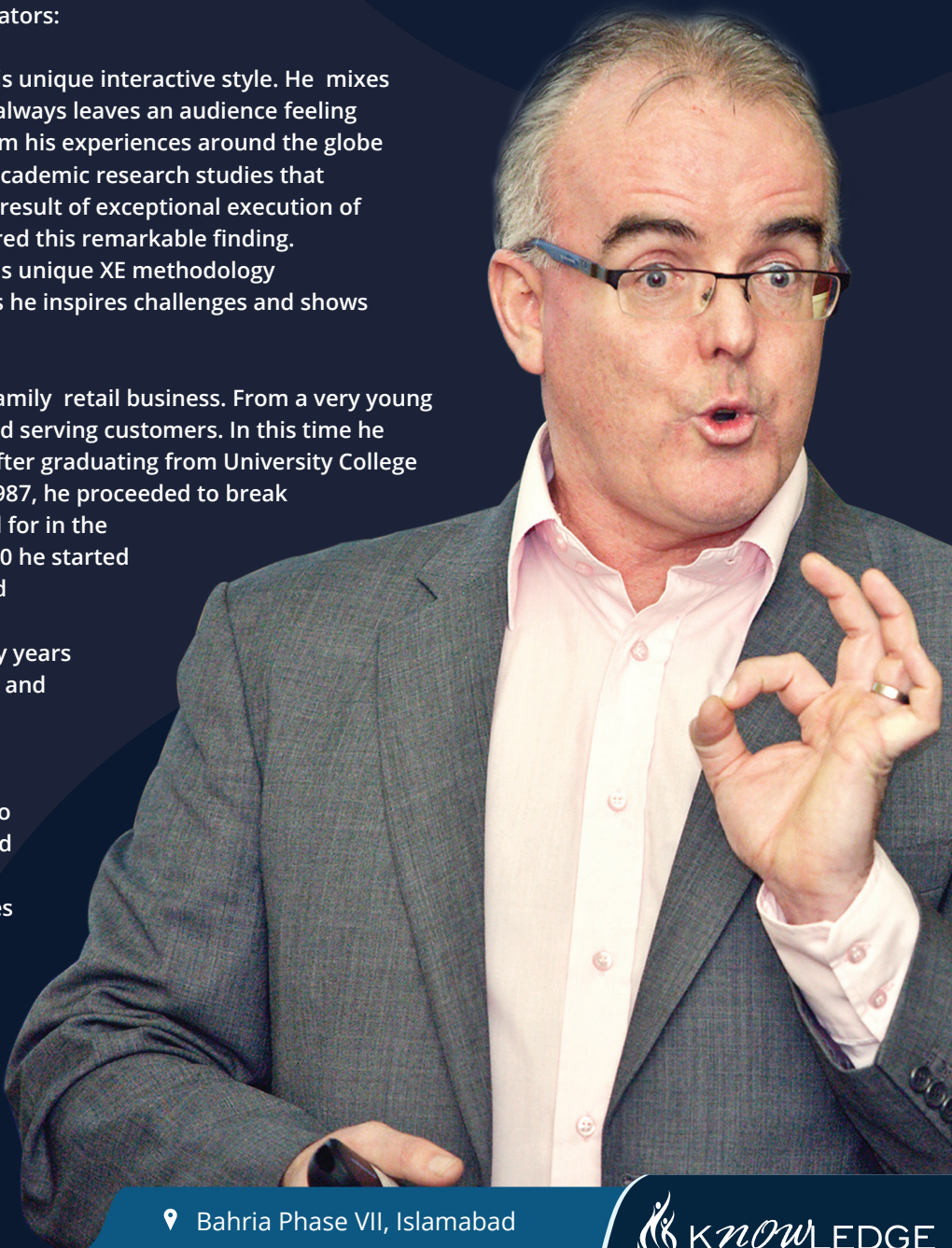
In his keynotes, masterclasses, training modules and video series; Kevin consistently receives top speaker ratings most recently at WPC for Microsoft -92.5% and 93.8% in Saudi Arabia. These ratings are the result of three key differentiators:

Audiences are engaged from the beginning with his unique interactive style. He mixes insight, inspiration and information in a way that always leaves an audience feeling energized and inspired. Unique content drawn from his experiences around the globe over the past 25 years. Upon initially discovering academic research studies that showed 88% of company breakthroughs were the result of exceptional execution of an ordinary idea, Kevin has single-mindedly explored this remarkable finding. This research culminated in the development of his unique XE methodology – Xceptional Execution. Built on four key principles he inspires challenges and shows how to bring your business to the next level.

Kevin was raised among a small entrepreneurial family retail business. From a very young age he was selling and negotiating, listening to and serving customers. In this time he developed a great passion for human behavior. After graduating from University College Galway with a Bachelor of Commerce degree in 1987, he proceeded to break sales records in each of the companies he worked for in the construction and manufacturing industries. In 1990 he started his company Advanced Marketing Ltd and lectured International Marketing and Management at the Sligo Institute of Technology in Ireland. In the early years Kevin worked with several SMEs across industries and helped them to build and grow their businesses.

Nowadays Kevin consults with such companies as Microsoft, most recently developing a unique video series for their Worldwide Partner Community; and speaks about his expertise in his keynotes, masterclasses and training modules at conferences throughout Europe, the Middle East Asia and the Americas. From Fortune 500 companies to prestigious associations, he has addressed a long list of major organizations, including The Million Dollar Round Table, Globant, HSBC, KPMG, Scania, Coca-Cola, Pfizer and Lane Crawford.

He is a Senior Global Thought Leader at Knowledge Now.



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## MASTERCLASS AGENDA

### Keynote Topics:

(His Keynotes and Masterclasses may vary between 45 minutes and 2 days.)

### The art of Xceptional Selling – how to engage a goldfish?

The latest research shows that the average attention span of a goldfish is 9 seconds, of an individual it is 8 seconds. Engaging and building brand loyalty is becoming an extreme challenge. Using his methodology of Xceptional Execution, that draws on over 2 decades of breaking sales records in client companies, Kevin Kelly highlights the secrets to dramatically increasing your sales and developing long term sustainable relationships with customers.

### Takeaways:

- How to communicate in an attention deficit market?
- How presence persuades and how to ensure you turn up every time?
- How canned can't? How and why a canned sales approach doesn't work with the modern consumer.
- Sales person 2020 – a new and evolved version.
- How to build friendships, not customer relationships – goodbye sales person, hello business consultant.



### How an Ordinary Idea is the New WOW – If You Execute.

(Aspiring entrepreneurs face many challenges before taking that vital first step, not least the intimidating myths that they must be a stand-out visionary, have a unique idea and work to a detailed, all-worked-out-in-advance business plan. Another factor, according to the Global Entrepreneurial Monitor, is that everyone deep inside has a fear of failure, cited as the number one reason why people fail to act upon their entrepreneurial dreams and ideas. In this keynote using his methodology of Xceptional Execution, Kevin Kelly highlights what makes startups and their leaders –which he dubs the "Xceptionalists" – succeed beyond all odds. Kevin uses cutting edge business cases such as Dwolla, Globant, Outfit 7 and Balsamiq to show that success doesn't depend on the normal factors, moreover, it depends on your ability to execute with Xception.

### Takeaways:

- How the Xceptionalists faced and moved with their fears to create compelling businesses and brands.
- Why self development is the key to attracting and retaining a winning team.
- Why knowledge can sometimes stand in the way of progress. And how failing to plan may be planning to succeed.
- The customer is no longer – focus on building friendships, not customer relationships.
- How dreaming is good but Doing is even better.
- How dreaming is good but Doing is even better.





## MASTERCLASS AGENDA

### Lead Like You Live It

In the leadership vacuum that exists around the world, it's a challenge to find an Xceptional role model. The challenges are clear – 30% of employees are disengaged, trust in business is on the decline and getting your message across is an extreme challenge. In this keynote, Kevin Kelly challenges future leaders to be the message, not just to communicate one. Using his methodology of Xceptional Execution, Kevin highlights how to mirror the mindset, attitudes and success strategies of the outstanding Xceptionalists he interviewed for his book "Do: the pursuit of Xceptional Execution." From these exclusive interviews and over two decades working with companies, Kevin distils the attributes of the modern leader and shows how to create leaders at all levels.

#### Takeaways:

- How the creation of an empowering culture starts with yourself? And how it is the key to attracting, retaining and engaging top talent.
- How to get your message across in an attention deficit market?
- How seeing, not solving challenges is key to business growth?
- How the power of friendships can help build your business? .
- ROI – Return on Intuition – why you shouldn't dismiss the entrepreneur's language?
- Why you should see value in values and show patience in vision?

### Have No Fear ... The Future is no Different than the Past

The future tends to be positioned as a mini Armageddon – the general wisdom is that things will be different ... dramatically different. Well actually NO! The facts are two key variables critical to the success of your business remain the same. The challenges continue to be around people, how to leverage their potential, and the ever decreasing window to engage them. And secondly, the need for change to be part of the corporate culture, interwoven into the fabric of the organization.

#### Takeaways:

- No need to predict the future, it is now!
- DNA – the building block of customer and employee engagement.
- How to address the fear factor in the long term?
- The challenges and opportunities of an attention deficit society.
- Lead like you live it and create an Xceptional culture.
- Seeing beyond the chaos – the need for vision.

### The paranoid's guide to Xceptional Customer Service

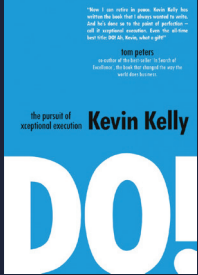
Customer retention is the challenge for most businesses. A more informed and distracted customer means that a new approach to service is required if you want to build a more sustainable business. In this keynote Kevin highlights the elements behind a successful and Xceptional customer service culture.

#### Takeaways:

- 10bn brain cells yet people are predictable.
- Become a paranoid – every moment counts.
- Why you should get them complaining or watch them leave!
- The importance of building friendships, not customer relationships.
- Think consultant, not customer service rep.
- If you are good, guarantee it!

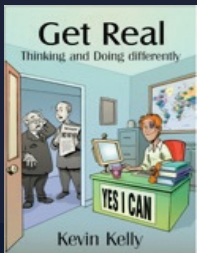
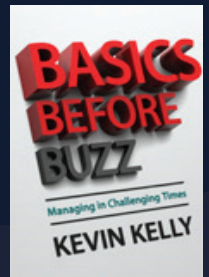


## SPEAKER BOOKS



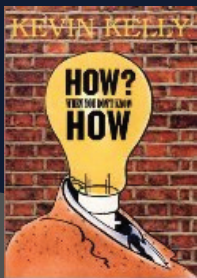
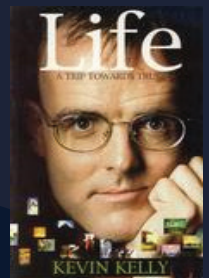
In his latest book, **DO!** Kevin highlights what makes startups and their leaders -which he dubs the "Xceptionalists"- succeed beyond all odds. Kevin's book features exclusive interviews with the entrepreneurs behind fast-growing, innovative startups from around the world such as Dwolla, Globant, Outfit 7, and Balsamiq, and others. Implementing the best practices of the world's Xceptionalists will enhance your employee and customer engagement and propel profits.

No matter how we try to complicate it, every business is fundamentally about people - your customers, your employees and you. This book explores those three key areas and tells you how best to maximize the potential of each. Drawing on Kevin's two decades inside and outside corporate corridors and up to date research conducted by The Great Places to Work, the reader is provided with a roadmap to a better bottom line.



What can a business do now to, a) position themselves better for the upturn, or b) take advantage of current opportunities in the marketplace. In this interactive and inspirational ebook, international motivational speaker Kevin Kelly provides the reader with 39 actions that can be taken now at minimal or zero cost that will help the company's competitiveness.

"Life" takes you on a whistle stop tour through two decades and several countries, with many rich and rewarding experiences along the way. Despite the sometimes mysterious and outlandish surroundings seen through this young Irish man's eyes, discerning readers will recognise much of themselves in the simple but hard-won wisdom he has to impart. His journey towards personal fulfilment is one with which many readers will identify. Without preaching, Kevin wittily outlines his version of life's truths and how he discovered them. It is one man's story, but in a sense it is everyone's.



Kevin passionately believes that we can design and live the life we have always dreamed of. But only if we take action. "How? When you don't know how" the first penned by Kevin in the mid 90's included a promise to make it a best seller even though he was challenged by a poor academic record in English. The book would potentially break the mould in his native land. It was a mega best seller. By walking the path of his philosophies Kevin showed you can dare to dream and achieve the "impossible." In this book he shows you "How?"