



James Feldman

“The Innovator”



In Your...

Thinking
Actions
Outcomes

Achieve Full Potential, Increase Revenue, and Maintain Success in a Changing Environment

Jim's presentations produce a "Shift" in thinking, actions and outcomes. He addresses an existing problem facing participants and walks through the process demonstrating techniques that result in empowered staff and customers, a revitalized selling approach and intrinsic solutions to growth in revenues.

Shift Happens!

Powerful Presentations Perfect for: • Corporate Events • Conventions • General or Breakout Sessions • Association Meetings • Trade Shows • Sales Meetings

CHANGE

- **Shift Happens®**
This session will guide you through the identification of opportunities that will create a long term, residual benefit that can be sustained during these turbulent times.
- **Attitudes Are Caught - Not Taught®**
Learn the areas that impact today's employment relationships and your bottom line.
- **Building Successful Teams**
It will become your foundation on which effective communication, acceptance and teamwork will be built.

INNOVATION

- **3DThinking®**
Use the 3DThinking process to go beyond mere creativity to innovative problem solving, at every level, to impact your bottom-line.
- **Stop The Stupid Stuff®**
Stop "Shoulding" All Over Yourself
If you want a topic that is "unusual" or "different" this is for you. It is not for the timid.

CUSTOMER SERVICE

- **Dating Your Customers®**
Assist employees in developing an increased understanding of issues affecting the customer in your workplace by using company-specific case studies.
- **Meaningful Memories®**
This program helps you create "customer insistence" where the focus transforms from just price to outstanding value.



James Feldman
"The Innovator"

What Other Meeting Planners and Clients Are Saying...

*"Jim was **engaging, entertaining, thought-provoking** and down-to-earth. He mixed positive energies, humorous stories, **memorable insights** and **practical improvement approaches**."*

Karen Smith-Pilkington, President,
Kodak Professional Division

*"It was **right on target** for USMEPCOM's transformation challenges. Your knowledge in this area and the specific examples you tied to our Strategy Map made the five Leadership Rules of Engagement **directly relevant** to us."*

David L. Slotwinski, Colonel, US Army,
Department of Defense Commander

*"Your **insight in building morale and maintaining a positive team environment** has helped us greatly. . .*

Carl N. Eberling, Executive Director,
Verizon Wireless

*"Your presentation received the **highest overall score in all categories** (new insights/information; relevance to work; quality of presentation; met expectations.)"*

Maureen Bernabo, Program Officer,
Centre for Management Effectiveness
The Conference Board of Canada

*"Jim Feldman has consistently been ranked as **one of the best speakers we have ever used over the past decade**."*

Howard Henry, Executive Director
Association of Incentive Marketing



All presentations are available in Keynote, Half-day, Full-day Format.
www.ShiftHappens.com • Innovator@ShiftHappens.com

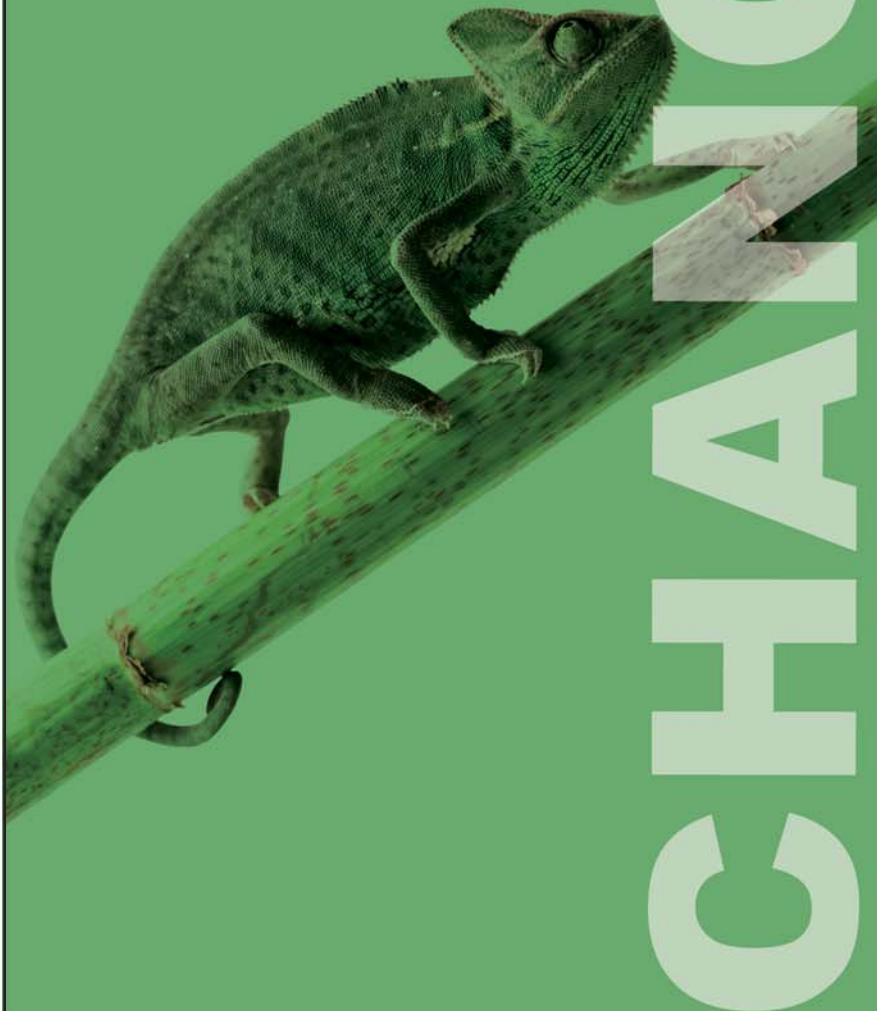
To find out how James Feldman can help make your next event a success, call

312 527-9111



James Feldman

"The Innovator"



SPEAKING TOPICS

Shift Happens!®

This session will guide you through the identification of opportunities that will create a long term, residual benefit that can be sustained during these turbulent times.

Shift Happens!®

Jim helps your audience understand how to turn change and conflict into powerful opportunities. "Hands-on" and "entertaining" describe our sessions that incorporate experiential activities which demonstrate how people approach 'shifts' and achieve success.

Shift Happens! is about leading the field, creating vertical integration, and identifying your goals with substantiating value to your customers, employees, and suppliers.

Attitudes Are Caught — Not Taught®

Learn the areas that impact today's employment relationships and your bottom line.

Can you control a negative outlook and change it to one that's positive? This session will help you understand how to perceive and respond to events in your world, making them constructive. Jim will share the secrets of achieving greater success with your audience. Engaging these insights integrate into a cohesive, realistic experience that will leave your audience laughing, thinking, and acting about their "right" attitudes.

Survivor Shifts: Outlast-Outwit-Outplay

It will become your foundation on which effective communication, acceptance and teamwork will be built.

Group dynamics are key to effective individual and team performance. Motivation is not just about "pumping people up". Managers must understand the psychology behind motivation to truly create a motivational environment. Managers also learn strategies of effective accountability. This team-building session is fun and can be focused on customer service, innovative problem solving, shifts in the marketplace, and more.

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INNOVATION

SPEAKING TOPICS

3DThinking

Use the 3DThinking process to go beyond mere creativity to innovative problem solving, at every level, to impact your bottom-line.



We have developed a three-dimensional process that will keep you from being "boxed out" by typical analytical thinking. Through **3DThinking** you and your company will learn processes to develop new areas of innovation.

We have been taught to think "outside the box." Yet, the problem is inside the box. For that reason many companies have developed solutions to the wrong problems. With **3DThinking** we use "try-angles" to "look inside the box" for the Depth of your knowledge; Distance you can take the solution; Determination to carry out your intentions. With **3DThinking** you can increase performance; enhance productivity; and boost profits.

Stop The Stupid Stuff®

*Stop "Shoulding" All Over Yourself
If you want a topic that is "unusual" or "different" this is for you. It is not for the timid.*

We all take steps that may not be productive and create obstacles for our progress. This presentation is the reverse of perspective of everything you have ever heard. Instead of a "to do" list Jim suggests you create a "to stop" list. The factors that drive us to sweat the small stuff also impact our decisions to make policies, procedures, and decisions that are not productive.

We all need to **STOP THE STUPID STUFF**. In fact, we should also STOP "SHOULDING" ALL OVER OURSELVES. If you want to have the audience engaged while laughing out loud this is for you.



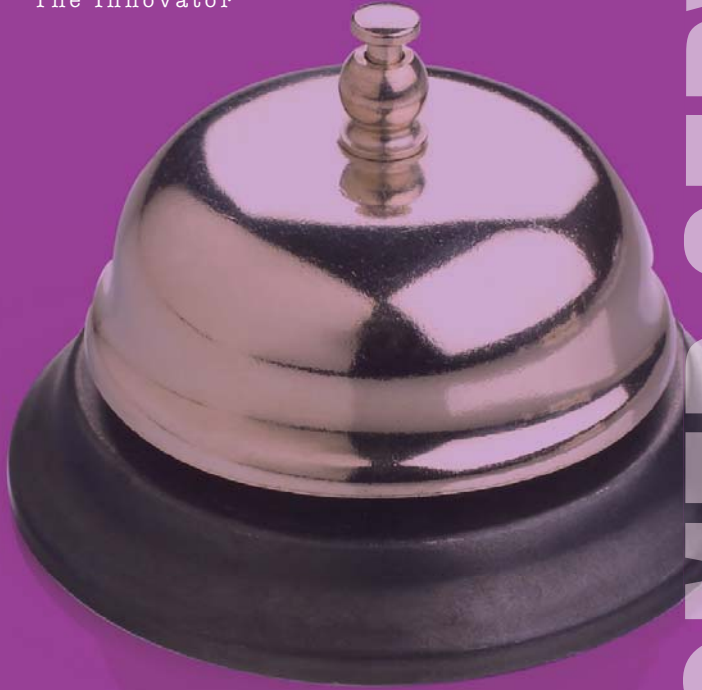
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CUSTOMER SERVICE

SPEAKING TOPICS

Dating Your Customer®

Assist employees in developing an increased understanding of issues affecting the customer in your workplace by using company-specific case studies.

D♥A♥T♥I♥N♥G
Your Customer

True success is based on every employee's ability to serve the needs of the customer. Jim provides tools to teach your team simple but profound customer service models, guaranteeing customer satisfaction.

This session focuses on how people think and act, based on real and perceived values. This thought-provoking session includes custom-designed, company-specific, case studies. Jim addresses both internal and external customers and charts the relationships of people, providing them with feedback concerning the interrelatedness of different customer expectations.

Meaningful Memories®

We stimulate the creation of "customer insistence" where the new awareness transforms organizations from reducing prices to increasing value.

Meaningful Memories

This core session helps define the differences between experiences and lasting memories. It addresses how to obtain full price for your goods or services, creating a competitive differentiation, and increasing your retention of clients, suppliers, and employees. It provides an excellent foundation of very insightful and practical actions to create a maximum value proposition for your organization.

Meaningful Memories are scrapbooks of the minds. They develop the "customer-defined" experience. Creating that Meaningful Memory will "shift" your organization's mindset from transactions to transformations. At Disney it's the magic. At FedEx is overnight delivery...absolutely guaranteed. At Volvo it the safety and Domino's Pizza it is 30 minutes or less. Finding that Meaningful Memory will help you break out of the insanity of focusing only on price. Think about how Apple changed the way we purchased music. It wasn't the iPod but iTunes that changed our experience. The richest of experiences creates Meaningful Memories. This session will help your organization identify and encompass turning your product into an experience.

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James Feldman - The Innovator

Recognized as one of the top 100 Innovators and Motivators of the past 100 years by Incentive Magazine, James Feldman lights up a room with his humor and commitment to transforming lives, as he utilizes many of his own life transforming experiences. Jim has built a thriving group of businesses that over the past 35 years have continued to provide service and support for many of today's Fortune 500 companies.

Understanding the challenges that organizations face, Jim provides practical solutions and real time suggestions for his audience that can be applied and implemented immediately.

With a breadth of business and personal experience, Jim also brings an unparalleled level of professionalism that makes his programs and speaking engagements as productive as they are memorable.

Partial Client List:

- ABN AMRO Mortgage Group
- Alltru Health System
- American Hotel & Motel Association
- American Marketing Association
- Apple
- AT&T
- Audi of America
- Avon
- Clairol
- Arjo Huntleigh
- Cremation Association of North America
- Ritz Carlton
- Kempinski Hotel
- Global Gaming Expo (G2E)
- The Motivation Show
- Coca-Cola Company
- Department of Defense
- FritoLay
- General Electric
- Hewlett-Packard
- Honda
- Hyatt Hotels and Resorts
- Kodak
- Lucent Technology
- Society of Incentive and Travel Executives
- Incentive Marketing Association
- Foxwoods Resort and Casino
- Norwegian Tourist Commission
- Direct Selling Association
- Creative Memories
- MGM/UA
- March of Dimes
- Marriott Hotels and Resorts
- NBC
- Promotion Marketing Association
- Revlon
- Toyota Motors USA, Inc.
- Verizon Wireless
- Wynn Las Vegas
- Mexico Tourism Board
- Becton, Dickinson and Company
- New Zealand Tourism Board
- Ceramic Tile Distributors Association
- International Order Of The Golden Rule

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JAMES FELDMAN THE INNOVATOR

What Other Meeting Planners and Clients Are Saying...

"Jim's presentation was humorous, easy to listen to and right on target with the information. He did his homework and knew the professional argot to reach right into the hearts and minds of the audience."

Dale Hall Mecus, National Chain Sales Manager
 Revlon Professional

"He was entertaining, probing and his presentation challenged the audience to 'think differently'. A great blend of humor and message. Very thought provoking and quite simply an OUTSTANDING job!!"

Norris Zucchet
 President and CEO
 Mount Pleasant Group of Cemeteries
 Convention Chair CANA Montreal Canada 2008

"Your use of personal experiences, wit and humor made for an entertaining yet relevant speech that our sales force can apply to their daily activities. . ."

Ron Ciolek, Group Vice President, National Lending Center
 ABN AMRO Mortgage Group

"You far surpassed any expectations a meeting planner could ask for in a professional speaker."

Gerri Hopkins,
 Chairman of the Board, Incentive Federation, Inc.
 Executive Director, The Association of Retail Marketing Services, Inc.

"Wow! Phenomenal presentation. You turn an audience on because your concepts are intellectually practical, and you have crystal clarity in your presentation."

Nido R. Qubein, Chairman
 Great Harvest Bread Company

"The group you addressed is a high energy, highly talented and highly trained sales force. Needless to say they are not easy to please, especially when egos come into play. However, not only were you able to get their attention and keep it, but you were able to inspire them beyond. . . their limits."

Beverly J. Wender, Senior Vice President
 InterFirst Wholesale Mortgage Lending

"I have sat through hundreds of speakers during my career. None has ever given a full day of such powerful content and superb presentation."

Carol Gerrett,
 Haldimand - Norfolk, Ontario Canada

JAMES FELDMAN

THE INNOVATOR

Shift Happens!

It's About You

It's your unique organization — so we design a custom presentation that makes sense for you.

Focused delivery on your business objectives so you obtain maximum ROI.

Jim learns the language and culture of your organization so that the delivery is consistent with the needs of your people.

Each presentation is loaded with immediate “take away” information that can be used to increase sales, retain customers and employees, and help organizations respond to “shifts”.

Jim's clients have experienced “shifts” that resulted in increases in sales by over 150% of their stated objectives.

It's About Experience

Serving a wide variety of industries and organizations:

- AT&T
- Kodak
- Xerox
- Apple
- Verizon
- Wynn Las Vegas
- Marriott Hotels and Resorts
- Belliango
- Toyota
- Ritz Carlton
- US Department of Defense
- And many others...

His insights are frequently published in magazines as well as being interviewed for both radio and television.

Your participants will have fun and leave motivated by realizing their ability to accomplish things they never thought possible.

It's About Choice

Choose from custom keynotes, seminars and workshops in:

- Leadership
- Supervisory Skills
- Communication
- Decision Making
- Building Effective Teams
- Effective Negotiations
- Sales Training
- Management
- Change Management
- Innovative Problem Solving
- Competitive Differentiation
- Meeting and Travel Management
- Effective Motivation
- Customer Service and more.

Our workshops can be as short as a few hours or very comprehensive multiple session designs.

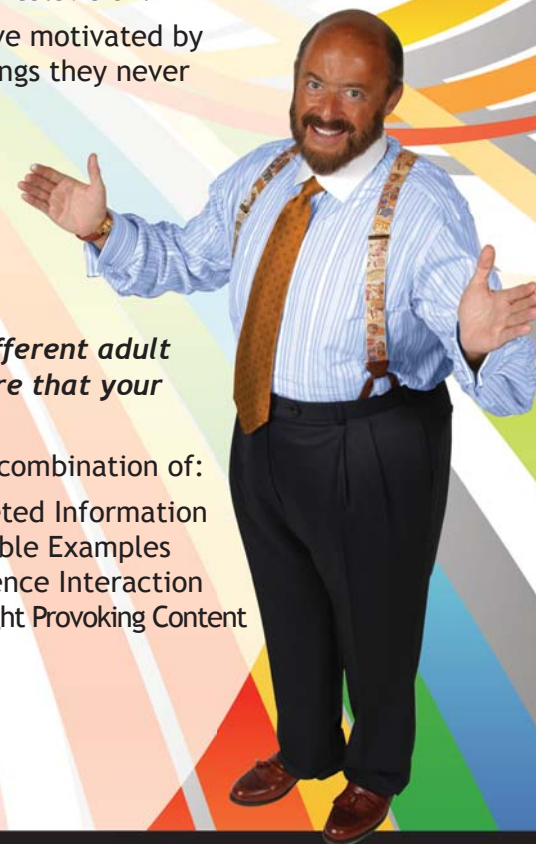
We offer targeted, customized presentations that deliver your message and help you achieve your goals.

It's About Your Audience

Jim's presentations offer many different adult learning style approaches to ensure that your audience needs are met.

Your people will be stimulated by a combination of:

- Dynamic Delivery
- Experiential Activities
- Role Plays
- Assessments
- Targeted Information
- Tangible Examples
- Audience Interaction
- Thought Provoking Content



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