

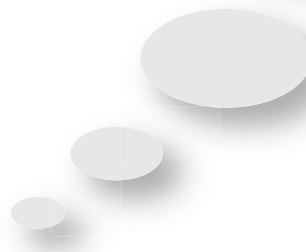


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James Feldman

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“The Innovator”



In Your...

**Thinking**

**Actions**

**Outcomes**

# Achieve Full Potential, Increase Revenue, and Thrive 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, a revitalized selling approach and solutions that grow revenues.

**Shift Happens!**

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

## CHANGE

- **Shift Happens!®: Thriving on Change**  
Go from business as usual to business as un-usual to leverage change and thrive during turbulent times.
- **Attitudes Are Caught - Not Taught®**  
Learn how to improve employee morale to increase productivity, reduce stress and retain your best people.
- **Survivor Shifts: Outlast-Outwit-Outplay**  
Build a high-performance team that enhances productivity, increases profits and re-energizes the spirit of your organization.

## 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 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



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## Shift Happens!®

### Shift Happens!®: Thriving on Change

*Go from business as usual to business as un-usual to leverage change and thrive during turbulent times.*

This session identifies short-term opportunities that will create long-term benefits. Jim concentrates on overcoming entrenched cultures and habits, introducing innovative thinking and risk-taking to develop solutions that will have you lead the field by increasing value rather than reducing price.

You will learn how to accelerate change for success with a deliberate, disciplined methodology that delivers dramatic results.

### Attitudes Are Caught – Not Taught®

*Learn how to improve company morale to increase productivity, reduce stress, and retain your best people.*

When change hits an organization, how people respond - their attitudes - can be the difference between success and failure. Attitudes define interactions, among employees, with management and, most important, with customers.

Jim introduces tangible techniques that make everyone part of the solution to capitalize on change rather than merely adapting to it.

### Survivor Shifts: Outlast-Outwit-Outplay

*Build a high-performance team that enhances productivity, increases profits and re-energizes the spirit of your organization.*

Team-building is about understanding group dynamics and how they affect both individual and team performance.

Prior to the meeting, Jim works with you to identify those dynamics and the operational improvements you most need to address. Then, during the session, he focuses on activities to help your organization increase profits through improved teamwork and competitive positioning.

You'll leave with the skills and tools to mobilize your organization into a cohesive, high-performance unit.

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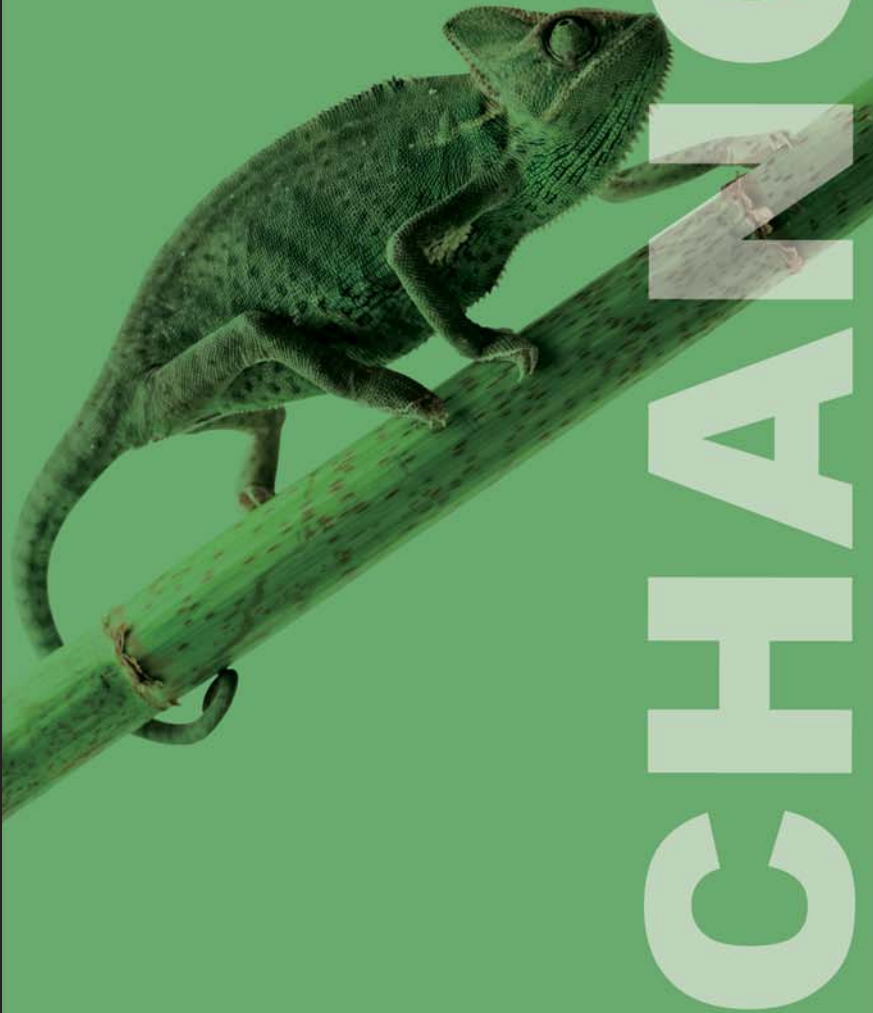
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James Feldman

"The Innovator"





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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 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.

Jim has 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.

With 3DThinking™ Jim uses "try-angles" to "look inside the box" for the *DEPTH* of your knowledge, the *DISTANCE* to the solution, and the *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.*



The factors that drive us to sweat the small stuff affect the decisions and choices we make in our business and personal lives. We all take steps that may not be productive and create obstacles to our progress.

This presentation reverses the perspective of everything you have ever heard. Instead of a "to do" list, Jim suggests you create a "to stop" list. We all need to **Stop the Stupid Stuff®**. In fact, we also need to 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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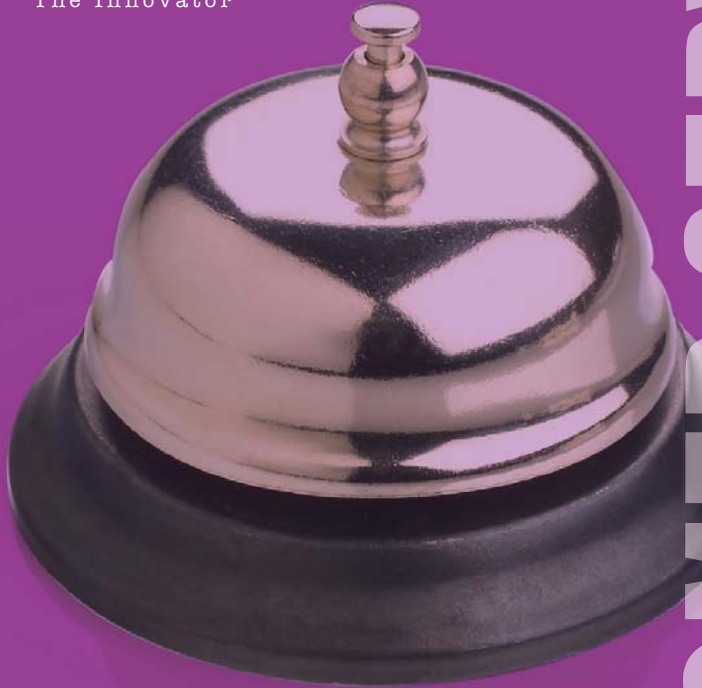
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James Feldman

"The Innovator"



# 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.

Jim addresses both internal and external customers and charts their relationships. He provides 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*

**Meaningful Memories** are scrapbooks of the mind. They develop the "customer-defined" experience. Creating **Meaningful Memories** will "shift" your organization's mindset from transactions to transformations, breaking out of the insanity of focusing only on price.

This session helps define the differences between transactions and lasting memories. At Disney, it's the magic. At FedEx, it's overnight delivery... absolutely, positively guaranteed. At Volvo, it's the safety, and at Domino's Pizza, it's 30 minutes or less. 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 program provides an excellent foundation of very insightful and practical actions to create maximum value for your customer and increased profits for your organization.

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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 provided 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
- Toyota Motors USA, Inc.
- American Hotel & Motel Association
- American Marketing Association
- NBC
- AT&T
- Audi of America
- Kodak
- 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
- Frito-Lay
- General Electric
- Hewlett-Packard
- March of Dimes
- Hyatt Hotels and Resorts
- Avon
- 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
- Honda
- Marriott Hotels and Resorts
- Apple
- Promotion Marketing Association
- Revlon
- Alltru Health System
- 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

## Get James Feldman for Your Next Event! Call Today for Fees and Availability:

### Shift Happens!®

A Division of James Feldman Associates, Inc.

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JAMES FELDMAN THE INNOVATOR

### What 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. Oubein, 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



## It's About You and Your Audience

*It's your unique organization - so Jim designs 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".

## Choose From Custom Keynotes, Seminars and Consulting

*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.

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

## 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
- Bellagio
- 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 An Ongoing Relationship

*Jim can continue to work with your organization after his presentation to analyze issues, develop solutions, and introduce innovative techniques to help you:*

- Become a change expert and innovative problem solver.
- Encourage risk taking and initiative.
- Create a "change" laboratory that develops new opportunities using existing resources.
- Instill confidence, encourage creativity, and reward innovation in your people.
- Reduce costs and maximize profits without affecting quality.



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