

## General Session Speaker Lineup

### Manley Feinberg

CEO Vertical Lessons



#### Reaching Your Next Summit - Seven Vertical Lessons to Lead in the Unknown

Leaders often struggle to deliver year-over-year growth, profits, and operational improvements while facing tightening business constraints and rising expectations. You are facing some serious challenges when you add the complications of regulations, engaging a multi-generational workforce, constantly evolving technology, economic pressure, and the chaos of day-to-day life.

Manley's *Reaching Your Next Summit* keynote will help equip you to lead on the edge and realize more in your life and work every day.

#### Key Takeaways:

- Gain seven leadership strategies that will empower you to embrace change and *Lead Beyond Your Position*.
- Discover the one area you must micro-manage to gain *Clarity in the Chaos, Drive Focus* and *Build Momentum*.
- Identify three critical characteristics you need to look for, develop and demand from yourself and every team member to achieve breakthrough results.

In this SuperConference 2023 opening keynote, you will gain real tools you can use immediately to develop a leadership mindset that engages, equips, and inspires both you and your team to step up and lead in the unknown.

# Ross Bernstein

Speaker ★ Sports Author



## **The Champion's Code - Building Relationships Through Life Lessons of Integrity and Accountability From the Sports World to the Business World**

The best-selling author of nearly 50 sports books, Ross Bernstein is an award-winning peak performance hall of fame business speaker who has been featured on CNN, ESPN, Fox News, and "CBS This Morning," as well as in the Wall Street Journal, New York Times and USA Today.

Ross's keynote is all about the DNA that makes champions in sports so unique and how that relates to business. It's based on a series of books he wrote in which he interviewed more than 1,000 professional athletes and coaches that all had one thing in common - they were all members of championship teams. In his research he concluded that the same metrics and characteristics that were common among champions in sports, were also common among peak performers in business. There are reasons certain teams win consistently, whereas others don't, and Ross explains why. It's based largely on the "Good to Great" concept of how the best companies are able to separate themselves from the rest of the pack through servant leadership, by creating a culture of excellence, by developing deeper relationships, and by giving extraordinary customer service. Ross weaves sports stories, about the DNA of champions, along with stories of companies who he has worked with around the world — and shares best practice ideas on ways to overcome disruption, while ultimately building stronger relationships.

At the core of his message is the simple fact that we like to do business with people who we trust, who we like, and who just “get it” – the CHAMPIONS.

Ross will use inspirational stories and poignant life lessons from the world of sports to show you how to:

- Create a “culture of excellence” by giving extraordinary customer service.
- Generate momentum by utilizing the "currency of karma".
- Follow your moral compass to win "the right way," with respect, ethics, and integrity.
- Be a better leader and create more "buy-in" by embracing change and failure.
- Evolve from "order taker" to "trusted partner" by enhancing the quality of your relationships with your customers and your team.

This keynote is part one of a two-part SuperConference 2023 series. Ross will be back Saturday morning for more leadership lessons from the world of sports.

## Corey Perlman

Owner, Impact Social Inc.

### **Authentically Social - Putting Culture, Community, and Connection at the Core of Your Digital Strategy**



Corey Perlman's Authentically Social Keynote is an inspiring and insightful presentation that explains how to use social media to engage with customers and prospects. Corey will explore the value of being authentic, the power of storytelling, and how to leverage the right platforms to reach the right people. He will share examples of how businesses allow followers to see 'behind the curtain' and how this more personalized experience creates deep and long-lasting relationships.

From his 12+ years of owning a digital marketing agency, he'll share best practices from the field that are easy to implement and quick to see results. You'll walk away with new ideas on how to bring more personality and authenticity to your social media and online presence.

When your business becomes more 'Authentically Social,' the benefit will be increased leads, higher conversions, and repeat business.

#### **Key Takeaways:**

- Prioritize your Platforms. Which platforms to focus on and which to ignore.
- Avoid being the 'Squawking Parrot' (frustrates and annoys) and, instead, be the Wise Owl (educates, entertains & enriches lives).
- Motion moves the needle. How to win the algorithm game by creating more motion and eliminating static content.
- Don't be the hero in your own digital story. Learn how to shift your focus from being about you to being about customers, community, and company culture.

## Steve Bench

Founder, Generational Consulting, LLC.

### Attracting Tomorrow's Talent With Today's Leaders



This keynote session focuses on talent attraction and workforce retention by building an understanding of who we are, how we were raised, and how each generation views “work” as a part of their identity.

Talent attraction & retention are more important than ever, and successful leaders must attract talent from all generations. Steve will teach you retention strategies to overcome generational differences and attract Millennial and Gen Z employees and keep them engaged, motivated and happy.

Adulthood has changed, and depending on your life stage, you might prioritize lifestyle over career. So how do you manage and motivate someone who may not be as committed to their job as previous generations? This session will give you the answers.

Steve tackles stereotypes and builds understanding between generations through a fun and humorous approach. This presentation will deliver a refreshing perspective and deeper understanding of our generational differences and how to create a work culture that is attractive to today’s upcoming talent.

You may think you have heard this generational message before, but Steve’s perspectives are fresh, new, and insightful.

# Mary Kelly

CEO, Productive Leaders



## Strategically Prepare Your Leadership Succession Plan

Seventy million baby boomers are reaching retirement age in the next several years. Whether you are one of them or one of the many leaders who will be navigating the changes, it is imperative that you have a plan.

We are very excited to bring back to the SuperConference stage economist and leadership expert, Dr. Mary Kelly, as she explains how the right succession plan will attract top talent, develop leadership skills, and guarantee success for the next decade and beyond. Get out of panic mode and into a culture of continuous leadership development.

Mary will give us insights from her 2023 white paper - 2023 Trends in Succession Planning, based on her original research.

In her all-new keynote you will:

- Understand what a comprehensive succession plan is, and why it's a must-have for your business.
- Gain the knowledge needed to compete in today's marketplace.
- Challenge your beliefs of what true leadership means.
- Learn to share your experience to create a legacy.
- Prepare a customized succession plan ready for immediate implementation.

All attendees will receive a copy of the *Who Comes Next? Leadership Succession Planning Made Easy* tools workbook to set you on a path to succession success.

# Ross Bernstein

Speaker ★ Sports Author



## **Wearing the C: Leadership Lessons From the Greatest Captains and Coaches in Sports**

Ross's return to the SuperConference stage is based on his critically acclaimed book in which he interviewed more than 500 captains and coaches to answer one question - What is it that makes the great ones great? To that end, Ross will focus on dozens of amazing leaders from the world of sports and explain how they were able to create "buy-in" through some very unorthodox methods.

Success in business today is all about trust, communication, and building deeper relationships, and it's no different in sports. Coaches have to motivate their players in order to not only win but to keep their jobs - so they have a lot of different tools in their toolboxes.

Ross learned that there is no right way to lead. So, he will share many different philosophies that business leaders can use to develop better relationships in the workplace. At the core of his message is the simple fact that we like to do business with people whom we trust, whom we like, and who just "get it."

Ross brings yet more inspirational stories from the world of sports as well as from some of the biggest brands in corporate America to further show us how to:

- Lead with integrity to achieve greater success.
- Create buy-in to connect with millennials, boomers, and challenging co-workers.
- Generate momentum through leading by example and mentorship of others.
- Create a winner's mindset to stay self-motivated through good times and bad.

Now the story is complete, and we are better for it.

# Walter Bond

CEO, Walter Bond Worldwide, Inc.

## Peak Performance Fundamentals

### How to Think... Execute... and Win!



Winning success in any field depends in part on mastering key fundamentals. It starts with knowing how to think and execute like a perennial winner and follows through with knowing how to execute the fundamentals no matter what.

While many know Walter Bond as a former NBA player, Walter today is a passionate and motivated speaker, author, and business coach with one goal - to help people see their full potential. Walter uses thrilling anecdotes and personal experience to guide leaders through the steps all peak performers must master.

This keynote will teach you and your team to strive for greatness, excellence, and perfection as he shares the essential principles that will make you and your team peak-performing champions.

#### Key takeaways:

- How to develop and execute daily, monthly, quarterly, and annual goals.
- Guidance on how to fulfill your short and long-term goals, despite everyday challenges.
- Instill core values to achieve and sustain business prosperity.
- Know your personal and organizational Key Performance Indicators.

Join us for our SuperConference 2023 closing keynote. Walter will inspire, elevate, and motivate you to become an even greater you.