

General Session Speaker Lineup

David Avrin

The Sounding Board



Ridiculously Easy to Do Business With

How, when and where we buy has changed dramatically in recent years. Winning customer loyalty today is often determined by those who can deliver products and services faster and are ridiculously easy to do business with.

In this revealing, thought-provoking keynote, Customer Experience expert, David Avrin, shines a light on the profound shift in customer expectations, while showing you and your team everyone's role in eliminating friction in the buying process accelerating success.

Michael Dominguez

Associated Luxury Hotels International



Connecting the Dots - Making Sense of Today's Conflicting Data Points

From disruption of technological forces that are changing the way we work and play to changes in Washington and around the world, it is always important to understand the true impact of what is taking place all around us. The speed of change is a force that we will all wrestle with over the next decade.

As the economy and overall business environment continue to change at a rapid pace, it is important to understand the current outlook, economic concerns and forecasts that will dictate behavior in all business environments. The impact of global political and economic instability still exists even as the global economy grows together for the first time in modern history.

Industry veteran, Michael Dominguez, shares his perspective on the latest trends and their impact on US businesses.

Stephen Shapiro

Stephen Shapiro Enterprises

Finding Solutions for Any Opportunity



What if you had a systematic way to reveal new opportunities, uncover invisible barriers, and solve nearly any difficult problem? Join Stephen Shapiro in this hands-on session, where you will learn a practical approach to help you identify solutions you never knew existed.

The key to finding better answers to any problem or challenge is to ask better questions. Stephen will uncover a powerful approach for reframing any opportunity by showing twenty-five lenses that help you gain a different perspective.

Packed with powerful stories, this program will teach you the skills to master any challenge. Key takeaways include:

- Discover why we are hardwired to ask ineffective questions and how to work through those barriers.
- Understand the power and importance of well-defined questions.
- Reframe any problem in multiple ways to help you find the optimal solution.

You won't just leave with new concepts, you will have powerful tools you can apply every day.

David Horsager
Trust Edge Leadership Institute

Trusted Leader - 8 Pillars that Drive Results



Trust is a fundamental, bottom-line issue for every business. Without it, leaders and their organizations ultimately fail. But with real trust, leaders get followed, the trusted suppliers get bought from, and the trusted businesses outperform their competition.

Through industry-leading research, The Trust Outlooks, and firsthand experience working with high-performing organizations around the world, David Horsager reveals how top leaders and organizations drive business results to become the most trusted in their industry.

David has made it his mission to develop trusted leaders and organizations. With his trademark, 8 Pillar Framework, David breaks trust down into tangible steps that can be leveraged right away to build a high-trust culture.

“Trust us”, you will be a better leader after attending this keynote.

Richard Menneg

“The ATI Consultant”

Somewhere Over the Rainbow



Richard’s First Take Retirement Lessons After Eighteen Years in the ATI Trenches

Everyone knows how important it is to focus years in advance on saving for retirement, preparing our businesses for transition, effective succession planning and doing our best to prepare, what is for many of us, our life’s work, so it can continue to grow and flourish as we move on to somewhere over our rainbow.

This process has many cookie-cutter components and yet is unique and very personal for each of us. For most, it is a multi-year, highly detailed master plan. Some of us set very specific target dates while others narrow it down to “when I am ready” or “hopefully in the next five years”.

ATI has always been an evangelist of planning for succession. We teach it, we coach it, and we help our members implement their plans. I, like many before me, thought I had my plan all (mostly) worked out. I had helped build a successful company that would continue on, had in place a very capable leadership team to make it all happen, created financial independence (mostly), and luckily had kids that were grown and on their own (mostly).

But there was one great big missing “Grand Canyon” piece that I was totally unprepared for. The psychological and emotional effect of walking away from my work and my relationships that have defined my sense of ME for decades.

Join me, on this VERY fast, very personal look at my first-year journey. Even if yours begins years from now, I’m sure to strike a few cords.

Ryan Stramrood

Stramrood & Associates



Push Past Impossible

We are all shaped and guided by ‘little impossibles’. Those things you have been telling yourself are not for you, are too much of a risk, things you might want to do but don’t because they are hard, or too much effort, or simply too terrifying to even imagine.

You learn nothing in your comfort zone. You will get by, and you’ll deliver nice predictable results from that safe place, but you will never achieve your full potential. Step outside, take a risk, prepare for it, work hard for it, and I promise you, you will learn new and exciting things about what you are truly capable of.

It might not always be a happy or even easy lesson, but you will learn from it, and you will use that knowledge to improve your life and your relationships. On the other side, if you do succeed, you’ll realize, “I should have done this years ago”!

Join Ryan and push past YOUR impossible.

Bryan Dodge

Dodge Development, Inc.



How to Ignite Your Unstoppable Passion for Life

Bryan Dodge is back to teach us proven steps we all can take to take to ignite our “Why” in life, and how to help others ignite theirs as well.

Discover the proven process that successful people use to manage the different voices in their lives so they can communicate at a more effective level.

Knowing how to attract great talent is one thing, but making sure there is a position within your organization to truly succeed is everything. Bryan will teach you the process that he has used with thousands of companies to achieve both the goals of your people and your company.

Learn how to identify the things that are holding you back and more importantly why, so that you can forge a better path to success and unprecedented growth.

After attending Bryan’s closing keynote, you too will have the power to ignite your unstoppable passion for life.