

Over the past three decades Richard Weylman has established a worldwide reputation for helping hundreds of clients better understand how consumer trends and expectations are creating enormous opportunities for profitable growth.

Most importantly, he communicates how to make the organizational and professional changes needed to attract and retain new customers and talent to effectively elevate business performance. He has authored three landmark books; two of which are international best sellers, including his most recent, *The Power Why- Breaking Out in a Competitive Marketplace*- an 800CEORead.com best seller as well.

As an impactful keynote speaker Richard will bring his expertise to your audience, blending timely and provocative research with the right amount of humor and inspiration you can take away and use immediately to gain a competitive edge.

A master at tailoring his presentations to the specific needs of your audience, Richard is a keynote speaker who provides relevant strategies and prescriptive tactics to help you:

- Move forward on needed changes to increase revenue and marketplace distinction.
- Learn which trends and consumer expectations will have the greatest impact on your industry.
- Learn how to build a business of distinction in a highly competitive marketplace.
- Learn the new leadership skills that are required to attract, develop and retain key talent.
- Learn how to capture the attention of new customers to drive more business.
- Learn how to move customers from being merely *satisfied* to delighted advocacy.