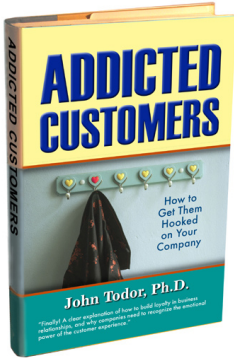


John I. Todor, Ph.D.



John Speaks...



John is a business strategy consultant, psychologist and the managing partner of The Whetstone Edge, LLC. He looks for the opportunities and possibilities created by today's fast-changing and increasingly complex business climate.

The key question he asks is how changes in technology, society and the marketplace impact what customers value and how they make decisions.

While he speaks about the challenges, most importantly he presents an optimistic view of how companies can adopt business practices that align them with their customers.

Popular Speaking Topics

The New Normal

Why Something will Never be the Same for Customers

The recession has disrupted business and life as usual. Whether it is personal life or business, most people have been jolted into a new reality. For many, some things will never be the same. At the same time people are now dealing with a confluence of other forces such as pressures on the environment and healthier, less materialistic lifestyles. John discusses how customers have changed their buying patterns. He illustrates how traditional business practices are losing effectiveness and, critically, what companies can do to attract and engage customers.

Hooked

The Psychology of Customer Engagement

According to research by the Economist Intelligence Unit, the winning differentiator is no longer product or price, but the level of engagement—the degree to which a company succeeds in creating intimate long-term relationships with customers and external stakeholders. John wrote the book on the psychological principles that engage customers and deliver compelling customer experiences. His presentation will stimulate your thinking about business practices that put these principles into action.

Elevate the Dialog

Shift the Focus of Customer Relationships from "things" to "valued relationships"

Trust in business and customer relationships is essential to prosperity. Yet, trust in companies has dropped dramatically. John provides an actionable framework to shift the customers' focus from win-lose buying of products to a win-win focus on long-term and profitable relationships. He presents a psycho-economic framework that will help a company overcome trust barriers, build relationships of mutual value and enhance customers co-operation, collaboration and advocacy.

Social Media and Business Relationships

Online Engagement Strategies that Lead to Sustainable Profits and Growth

Social media is having a powerful influence on what people buy and who they buy from and the influence is growing rapidly. Businesses without a visible and credible social media presence are losing influence and losing out with high-value customers. John will discuss the new rules of the social web, especially the rules customers follow. Most importantly, he will spell out how companies can turn the new rules into new tools that will create and seize new opportunities.

A few of the organizations John has presented to:

- American Bank Note*
- AARM*
- Business Marketing Association*
- Commonwealth Club*
- Electronic for Imaging*
- Hewlett-Packard*
- IBM*
- Indigo, N.V.*
- Moore Wallace*
- Nato*
- NEC*
- R.R. Donnelly*
- Safeco*
- Vertis*

John has presented to audiences internationally:

- | | |
|------------------|--------------------------------|
| <i>Argentina</i> | <i>Germany</i> |
| <i>Australia</i> | <i>Israel</i> |
| <i>Brazil</i> | <i>Japan</i> |
| <i>Canada</i> | <i>Mexico</i> |
| <i>Chile</i> | <i>The Netherlands</i> |
| <i>China</i> | <i>United Kingdom</i> |
| <i>Colombia</i> | <i>United State of America</i> |
| <i>France</i> | |



Other types of presentations by John Todor, Ph.D.

Executive and Corporate Briefs

Many business leaders acknowledge that dealing with changing business dynamics is a serious challenge. Yet, most do not have the time to evaluate the consequences for their business. Without these insights, they cannot frame appropriate strategy and create a plan of action.

Our briefs are design to provide a relevant perspective on the New Normal to individual business leaders or small teams. These sessions focus four interrelated ways the New Normal challenges companies:

- the impact on customers
- the need for constant organizational adaptation
- the need to shift from push to pull business practices
- the growing influence of social media on business.

We provide insights in to the underlying dynamics, illustrate the consequences and provide examples of companies that have turned the new challenges into business opportunities. Based on this foundation, we lead discussions focused on the challenges, opportunities and possibilities for their company.

Workshops

Our flagship workshop is a 3 day **New Normal Bootcamp**. This is a highly interactive event that covers all four New Normal challenges listed under Briefs. Our methodology ensure that participants leave with a clear understanding of the business dynamics at work and critically, how they apply to their own organization. They will leave with a highly customized workbook that maps their progression from motivation to act, concepts, implications for business and how the new dynamics create opportunities for their organization. In addition to developing a list of high priority actions, they will have discussed ways to deal with the challenges inherent in changing business strategy and process.

In addition to the 3 day New Normal Bootcamp, we periodically offer shorter more focused workshops. These events will be listed on the home page of this site.

Customized corporate workshops are available by request.

For more information on the New Normal Bootcamp (click here).



Click on logo to view a video of John's presentation to the Commonwealth Club, San Francisco



Click on logo to listen to John talk about *Practical Ways to Use Web 2.0 in Your Business*.

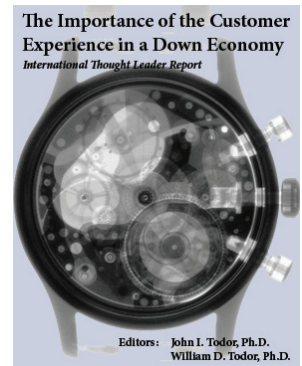


John is on the Academy's Advisory Board and teaches courses on the strategic use of social media in business.

John Todor's workshops and seminars are recognized for enthusiastically presenting leading-edge ideas about customer behavior, rich examples of successful implementation and for guiding participants in creating actionable strategies.

Robert T. Stacey, President
Association for the Advancement of Relationship Marketing.

Additional books by John I. Todor, Ph.D.



Related online publications:
www.delicious.com/jtodor/todor

For booking or more information contact:

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