

**Business Speaker**
**Workplace & Channel Performance Advisor**
**Precision Marketing Enabler**

# Mark James

***"It is not the ship as much as the skillful sailing that assures a prosperous voyage."***
- George William Curtis

Mark James is an accomplished business improvement advisor and business speaker with over 40 years of experience in **workplace and channel performance, change management, customer loyalty** and **measurement.**

His passion is sharing knowledge and practical ways to help business owners and executives navigate into the favorable winds of sustainable growth and advantage.

Mark's first speaking engagement was in his mid-twenties to executives of 25 trucking companies and several railroads.

As the **Founder and President of Performance Advisors Group, Inc.,** he helps B2B companies eliminate barriers preventing sustainable growth and competitive advantage.

With thousands of hours invested in developing and delivering business improvement strategies, Mark knows what it takes to unlock the hearts and minds of employees, channel partners and customers to successfully:

- **Find and fix causes of low performance or trust**
- **Eliminate confusion and gridlock**
- **Improve people engagement**
- **Navigate change**

An **analytics enabler**, Mark knows how to apply advanced analytics and continuous improvement tactics to help clients make better informed decisions and accelerate growth. This includes **Marketing Performance Measurement Certification** from the Chief Marketing Officer (CMO) Council.

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# Delivering Knowledge and Practical Ways to Transform Business Performance



Whether you desire an existing topic or need a custom presentation for your audience, let's talk.

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Whether the topic is **workplace performance, channel effectiveness, culture, change or marketing**, Mark will deliver compelling knowledge and practical advice for your audience.



**Keynote address**

**Meeting or reception**

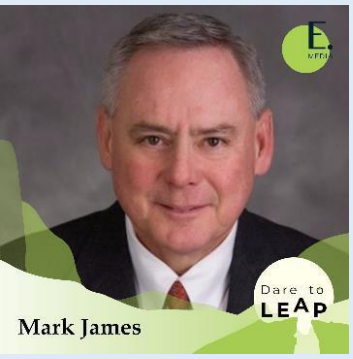
**Panel or roundtable discussion**

**Association or trade event**

**Networking event**

**Lunch 'n learn**

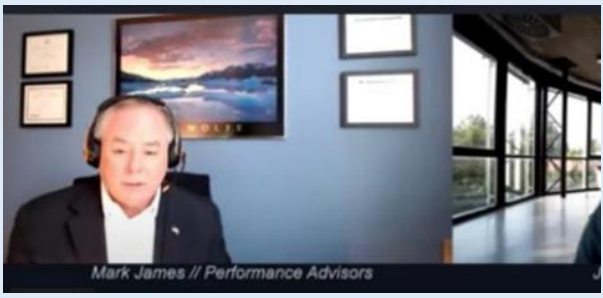





**Seminar**

**Executive retreat**

**Podcast interview**

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# Most Popular Topics

Speaking engagements can be delivered in person or virtually.
A deeper content workshop version of each topic is also available

## ►*Business Improvement Einstein's Way*

***Three Rules Inspired by Einstein's Work to Help Business Amidst Uncertainty and Difficulty***

Albert Einstein said, "We cannot solve our problems with the same thinking we used when we created them." He believed you must think about things differently. And three rules inspired by his work provide us with the means do so. No one knows what will happen in the future. But following these three rules can get your business ready for whatever does.



**Attendee Takeaways** – Practical ways to:
- ✓ **Eliminate barriers affecting performance**
- ✓ **Improve marketing effectiveness**
- ✓ **Uncover hidden opportunities**
- ✓ **Make two human behavior truths your ally**

## ►*Breakthrough Marketing Principles*

***Five Marketing Principles Every Business Must Get Right to Maximize Results***

Have you ever heard someone say this about their marketing: "We tried that, and it didn't work?" They are probably missing one or more of these principles. And it's costing time and money.

**Attendee Takeaways** – How to apply five breakthrough principles to fix or avoid marketing result killers like:
- ✓ **One-off tactics and the 'Shiny Key Syndrome'**
- ✓ **Misaligned expectations and reality**
- ✓ **Blind trial and error**
- ✓ **Missing what customers care about**



## ►*Is the Culture of Your Business by Choice or Chance?*

***Culture matters! But leaving it to chance invites trouble***

A culture by chance is the welcome mat which invites variation into a business, hurting performance and results. Culture guided by choice helps prevent variation that hurt results. Get insights on how to make sure your organization's culture enhances your value proposition and the customer experience instead of eroding them. Including specific actions and behavior leaders must do to create the right culture.



**Attendee Takeaways**
- ✓ **What defines company culture**
- ✓ **Why culture matters and key influencers**
- ✓ **Actions to achieve culture by choice**
- ✓ **Signs of an ideal culture**

Solve Your Speaker Puzzle

# People Performance Topics*

*"Nearly two-thirds of employees are only 33% as productive as they could be because they don't understand what they are being asked to do."*
-The Conference Board

"Only 42% of employees know their organization's mission, vision and values."
-Human Capital League

Numerous findings reveal that, for a typical company, as much as 50-75% of the activity employees perform adds zero value.

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## ►*Incentive Program Best Practices*

***How to Run a Successful Incentive Program and Avoid Wasting Time and Money***

Are your incentive programs delivering maximum results? Learn how to pick the right program structure and avoid time and money sucking mistakes that kill results.

**Attendee Takeaways**
- ✓ **The five basic incentive program structures and when to use them**
- ✓ **Common mistakes to avoid that waste time and money**
- ✓ **Tips on how to set your incentive budget**

## ►*Employee Engagement*

***How to Transform #1 Reason Businesses Lose Customers into High Payoff Actions that Grow Revenue…Your Competitors are Probably Missing***

Discover simplified techniques, based on the science of human behavior, to grow business and gain an advantage.

**Attendee Takeaways**
- ✓ **#1 reason customers leave and buy elsewhere**
- ✓ **Three possible customer experiences…only one drives sustainable growth**
- ✓ **The 'Circle of Success' and actions any business can do to make it work**
- ✓ **The simple fix for a common cause of low productivity**

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Solve Your Speaker Puzzle

# Organization Performance Topics*



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*"Chance favors only the prepared mind."*
-Louis Pasteur

*"Organizations that define a small handful of memorable, measurable and meaningful Key Results, usually three to five, reduce employee confusion to nearly zero."*
-Workforce Accountability Study

*"Large increases in cost with questionable increases in performance can only be tolerated in racehorses and fancy women."*
-Lord Kelvin

## ►*Change Management*

***How to Avoid Employees Getting Stuck in the Change Management Swamp***

Desired change does not happen by itself. Discover the formula for change and the four key things you need to have to ensure successful organizational change.

**Attendee Takeaways**
- ✓ **The 'Swamp of Change'**
- ✓ **The three possible change outcomes…only one is positive**
- ✓ **Formula for Change**
- ✓ **Four 'Must Do' things for change to succeed**

## ►*The Performance Puzzle*

***How to Use the Performance Puzzle to Identify What's Working and What's Not in Your Business***

Every business has a performance puzzle to solve: Gaps to fix, opportunities to leverage, mistakes to avoid. Learn how to view and fix what's affecting your business from a fresh perspective.

**Attendee Takeaways**
- ✓ **Businesses, like living organisms, can become "sick"**
- ✓ **Using the performance puzzle to find and fix what is not well**
- ✓ **How to see things holistically vs. focusing only on hierarchy or function**
- ✓ **Tips on finding root causes of confusion, gridlock, and low performance**

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# Testimonials



*"I've had the privilege of working with Mark in his role as a board member for the organization I run and, had several opportunities to co-present with him in a variety of professional settings. Mark has a combination of insight into human behavior and practical leadership experience that makes his contributions to any discussion about employee engagement beyond measurable value. His presentations are informative, entertaining, and filled with real-life examples of how to keep (or lose) employees. My organization is better for having worked with him."*

**- Dr. Eric Ward, Executive Director, Family Counseling Service**



*"I have had the privilege of working and getting to know Mark. We worked closely on a large program for the world's leading manufacturer of construction and mining equipment. Mark was an extraordinary visionary, leader, and partner of this program—he led the marketing, change management and measurement solutions for the customer and its distribution channel. This was a complicated program with many details that needed to be coordinated and communicated for the project to be successful. Mark understands how important it is to have champions of a program like this to spur trust and success. This program had positive ROI in year 1 and the returns grew steadily every year. Mark is a partner that I can trust and depend on no matter what."*

**- Amy Anderson, Vice President Data Analytics, Hathway**

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