

The Difference: 27 Years, Not 27 Months.

WHY MIKE ISN'T 'YET ANOTHER SPEAKER CALLING THEMSELVES AN AI EXPERT'

Your clients are drowning in speakers who discovered AI in 2023 and rebranded themselves as experts. Mike Evans isn't one of them. While 500 speakers pivoted to AI overnight, Mike has spent nearly three decades building the exact framework organizations need right now.

- **Tracking disruptive forces since 1991**, when most consultants were still treating the internet as a novelty
- Identified SIX converging forces (ERP/software, robotics, globalization, outsourcing, digital disruption, disruptive competition) BEFORE AI became the seventh
- **AI didn't create his framework, it validated it.** The 7-Sided Pincer Movement and 5-Ingredient Kryptonite Defense were built over decades, not months
- **This isn't a pivot to stay relevant.** It's the culmination of 27 years arriving at the exact moment organizations need it most

Bottom line: While others are just now discovering AI disruption, Mike has spent nearly three decades building the framework to defend against it. The difference is 27 years, not 27 months.

THE 2026 URGENCY: Most Organizations and People Are Already Behind

Your clients and their employees aren't asking 'if' anymore. They're asking 'how fast?' and 'what do I do?' The world's most credible voices are all describing the same problem Mike has been solving for 27 years:

"It's as if this tsunami is coming at us. It's so close, we can see it on the horizon. And yet people are coming up with explanations for, 'Oh, it's not actually a tsunami, it's just a trick of the light.'"

— Dario Amodei, CEO of Anthropic, February 2026

"We lived in a world of cognitive friction until very recently. Now AI can bring these frictions down to zero. AI is ready for primetime."

— Terence Tao, Fields Medal Winner, UCLA, March 2026

"Knowledge is now worth zero. Why do lawyers get paid a lot? Scarcity of knowledge. You've created infinite knowledge. It's going to break the entire economic model — for good and for bad."

— Venture Capital Investor, 2026

"These are not mid-tier white-collar jobs. These are extraordinarily high-skilled jobs being automated by agentic AI."

— Ken Griffin, CEO, Citadel

"The risk is that it gets deployed so fast that people don't have time to adjust to it."

— Jamie Dimon, CEO JPMorgan Chase, 2026

When the CEO of Anthropic, the CEO of JPMorgan Chase, the CEO of NVIDIA, the CEO of Citadel, and the greatest living mathematician are all describing the exact forces Mike has been preparing organizations to defend against for 27 years — the pitch writes itself.

THE HUMAN COST - The Data Your Clients Need to Hear

ADP — which processes payroll for 1 in 6 American workers — recently **published research with a number that should stop every leadership team cold:**

78% of Workers Do Not Feel Their Job is Secure.

That is 8 out of 10 people showing up to work today wondering how long it lasts. Organizations that address the gap between what leadership believes is happening and what the workforce is experiencing retain their best people. Organizations that ignore it lose exactly the talent they need most.

WHAT MAKES MIKE DIFFERENT: Process, Frameworks, Results

How to Pitch Mike — One Sentence That Closes It

“He’s the only speaker in this space who gives audiences a specific defense manual — not just the fear, but the framework, the measurement tool, and the Monday morning action plan.”

What Your Client Can Say in the Room When They Advocate for Mike

The person who wants to book Mike rarely makes that decision alone. A meeting planner has to sell it to their boss. An events director has to justify it to a committee. An HR leader has to make the case to their executive team. Before Mike ever walks on stage, someone in that organization went to bat for him in a room they weren’t in, using your materials and the language below.

Three questions the internal advocate must be able to answer:

- **What does this speaker talk about and why does it matter to our audience RIGHT NOW?** → Mike addresses the AI disruption question every organization is already asking but can’t answer: not ‘is AI coming’ but ‘what do we do about it, specifically, Monday morning?’
- **What will people walk away able to do differently?** → Every attendee leaves with: (1) a complete picture of the seven forces disrupting their industry, (2) a five-ingredient defense framework with specific actions for each ingredient, and (3) a Scorecard tool to measure exactly where they stand and what to do next. Not inspiration. A defense manual.
- **Why is this person credible on this topic?** → 27 years, 34 Fortune 50 companies, trained directly under Kotter, Covey, Tom Peters, and Kouzes. Published author (Wiley). New book April 2026: *Distinct or Extinct*. Consistent 4.8+ ratings.

What Happens Before Mike Walks On Stage - Why Low-Risk Means High Return

Most keynotes are generic because most speakers never ask the right questions. Before every engagement, Mike conducts a structured pre-event discovery call built around five questions unique to that client and audience:

- What outcomes do you want to realize from this event?
- What new behaviors or mindset shifts do you want to see in your people?
- What are your biggest challenges and obstacles right now?
- What is the one thing your team has been unable to do — that if they could — would have a fundamental and positive impact on their ability to be even more successful than they are now?
- What would your guests be saying a day after, a week after, or a month after the event that would cause you to think: ‘That is exactly what I wanted’?

Each keynote is built backward from those answers. Every story, every framework, every call to action is mapped to what that specific room needs. This is why event planners describe Mike's keynotes as the lowest-risk, highest-return speaker investments they have made.

THE FRAMEWORKS THAT DELIVER AND MAKE MIKE DISTINCTIVE

The 7-Sided Pincer Movement

Seven converging forces disrupting every job, department, and industry. Most speakers address one force. Mike shows organizations the complete battlefield.

The 5-Ingredient Kryptonite Defense

IDEAS, SPEED, TALENT, DISTINCTION, LEADERSHIP AT ALL LEVELS — specific, actionable, battle-tested across 27 years with 34 Fortune 50 companies. Audiences leave with Monday morning action items, not inspiration that evaporates by Tuesday.

The Kryptonite Scorecard™

A 30-behavior diagnostic available at three tiers (Individual \$29, Manager \$49, Org Leader \$199) that extends the keynote into sustained organizational change. This is the post-event product that turns a one-time booking into an ongoing client relationship.

WHAT HAPPENS AFTER THE APPLAUSE - The Post-Event Ecosystem

The keynote is the beginning, not the end. Mike's engagements consistently generate unsolicited follow-up from attendees because the content gives people something specific to do on Monday. The post-event ecosystem includes:

- A curated workbook that extends the keynote framework into 30-day action planning
- A 30-45 day follow-up video reinforcing the key framework moments
- The Kryptonite Scorecard™ creating a natural next step that keeps the client relationship active and generates additional revenue for both Mike and the bureau

65% of keynote engagements from speakers who deliver real outcomes generate follow-on business. Mike's preparation process and post-event ecosystem are specifically designed to produce that result.

THE MIKE EVANS DIFFERENCE

- 27 years, 34 Fortune 50 companies (Intel, Apple, PepsiCo, Caterpillar, Cargill, Capital One, Pfizer)
- Worked directly with Dr. John Kotter, Dr. Stephen Covey, Tom Peters, Jim Kouzes — not as a spectator, as an executive implementing their methodologies with clients around the globe
- Award-winning author: Achieve with Accountability (Wiley)
- New Book April 2026: Distinct or Extinct: Future-Proofing People and Organizations in the Age of AI
- 35-45 keynotes annually | Consistent 4.8+ ratings | Story-driven, not lecture-heavy | Monday morning action items

IDEAL EVENTS AND AUDIENCES

- Organizations facing AI disruption, digital transformation, or major technology adoption
- Leadership conferences, annual meetings, and sales kickoffs needing energy + frameworks
- Industries under siege: Healthcare, Financial Services, Manufacturing, Technology, Pharma, Telecom, Legal
- Associations addressing 'Future of [Industry]' themes with member anxiety about relevance
- Audiences craving the 'okay, so what do I DO about it?' answer — not just AI awareness

WHAT CLIENTS ARE SAYING

"You did an incredible job keeping the group engaged. The team was very complimentary. Thank you for helping make our event a huge success."

— Bobby Watts, SVP, ADUSA

"In my tenure, I have never seen such a strong and enthusiastic reaction to a speaker. Our members are already asking when we can have him back."

— Jane Magness, Vice President of Programming, HRACO

"In over 30 years of attending conferences, I have never seen anyone captivate an audience for an entire day the way you do."

— Greg Klein, CEO, International Truck Parts

"In 12 years working with this group, I have never seen anyone get them engaged and focused the way you did."

— Peter Comrie, Full Spectrum Leadership

"Mike doesn't just inspire — he equips. Our team left with frameworks they used Monday morning. Best speaker investment we've made."

— VP Learning & Development, Fortune 50 Healthcare Company

"He doesn't lead with fear. He leads with preparation."

— Kimberlee Humphrey, President & CEO, Association for Manufacturing Excellence

Proven frameworks. Compelling stories. Immediate applicability.

Timely, credible, and immediately bookable.

"Those prepared need not fear the forces at work" - Mike Evans

