

MERIDITH ELLIOTT POWELL

Business Growth & Sales Expert

NAME OF COMPANY

Build your Network
Build your Business

Change your Life



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ABOUT



MERIDITH ELLIOTT POWELL

For more than twenty years, President and CEO of MotionFirst, Meredith Elliott Powell, has been a leading expert on the subject of business growth covering sales, leadership, change and uncertainty. With a background in financial services, manufacturing, healthcare and travel and tourism, she has real-world experience with developing teams, exceeding sales goals and dominating the marketplace by building centers of influence.

Her latest book *THRIVE: Turning Uncertainty To Competitive Advantage* has cracked the code on the greatest challenges facing business today. Through her work as a Hall of Fame keynote speaker, award-winning author, and business growth strategist, Meredith is able to help companies and leaders learn to develop talent, drive sales, and strategically manage change and uncertainty.

Her work has been featured in *Forbes*, *FastCompany*, *Inc Magazine*, among others, and she has worked with companies such as Microsoft, FastSigns, Bobcat, Caterpillar and IBM. Her groundbreaking research, *The State of Uncertainty and The Impact on American Business Today* is an annual report providing innovative solutions to business growth in turbulent times.





KEYNOTE

Keynote

(Live & Virtual)



You're one step away from a program that ensures no matter what this marketplace does your company, your customers, your team, and YOU succeed.

We live in a world that is constantly shifting – increasing competition, changing technology, and changing customer demands all impact your future success. You know the strategies and tactics that have made you successful in the past, will not be enough to ensure continued success in the future.

Every great company is looking for new ideas and innovative strategies that redefine success and take their organization to a whole new level. You need new ways to innovate, increase sales, grow leaders, and drive bottom line results.

Our keynotes, workshops, coaching and consulting programs provide solutions packed with powerful information that redefine success, give you a new approach to how to strategize, sell, lead and grow your organization in today's fast-paced and constantly shifting marketplace. You leave every session motivated, inspired and ready to hit the ground running. You're ready to turn uncertainty to your strategic advantage

Teams, organizations and audiences today need speakers with a new message, consultants with a different way of thinking, those who can deliver with energy, humor and engagement.

In our sessions, you laugh, and you learn, but most importantly you leave with a plan of action. We are all about return on investment of your time and resources.

An award-winning author, Meridith has been named:

- Top 41 Motivational Speakers
- Top 50 Business Growth Experts
- Top 50 Influencers To Follow Now
- Top 100 Sales Experts On LINKEDIN
- Hall of Fame Speaker



THRIVE:

Turning Uncertainty To Your Competitive Advantage

Competitive, challenging and constantly changing – that is today's marketplace! To grow and compete you need a new perspective and a new approach to sales, leadership and **business growth**. In this high-energy, power-packed session, Business Growth Strategist Meridith Elliott Powell shares the innovative strategies you need to master disruption, redefine strategic growth, and develop a future strategy and future focused mindset designed to turn uncertainty to competitive advantage.

Based on research from her award-winning book, "**Thrive: Turning Uncertainty to Competitive Advantage**", where Meridith studied nine companies (who started in the late 1700s to early 1900s) that are still thriving in business today. Businesses that have survived World Wars, Economic Depression, and yes, even a Pandemic. Her research revealed a powerful methodology for what it takes to **navigate change** at this level, find **opportunity** in crisis, and how to **inspire** your team to move from reacting to change to driving it.

In this program, Meridith walks you through the steps you need to strategically move forward, **proactively** prepare for **disruptions**, stand out from the **competition**, and **dominate** your marketplace.

You'll leave this session inspired, motivated, and armed with the strategy and tools you need to dominate your marketplace.

This program has it all – **energy, engagement** and an **innovative, empowering message**.

Key Takeaways:

- Meridith's research based 9-STEP formula for Thriving in Uncertainty™
- Proven techniques for predicting the changes coming in the marketplace
- Powerful strategies that ensure longevity and success in highly volatile times.
- Secrets to making the RIGHT and critical decisions that move your organization forward.
- Personal plan of action to turn uncertainty to competitive advantage.



HOW IT WORKS

Our Process



Customized Approach

Every program we deliver is unique to your company. We fully customize both our keynotes and workshops. No “off the shelf” delivery. We invest the time to get to know your company, your team, your market and your goals for your event.



The PROCESS

This approach is hands-on, highly engaging and gets your team immersed We cover four areas:

1 Leadership Engagement

We meet with you to fully understand the goals for your event, the opportunities you have, your biggest challenges and what you most want your team to gain from the program.

2 Interviews/Assessment

We ask to interview up to ten members of your team (more if desired) to get into the mind of the audience. We also customize an assessment for every attendee to engage in before the event. Short, simple, and gives us insight into what would be most valuable for your audience.

3 Review

We review the results of those interviews and assessments with you to share the themes, the insights of what we learned from engaging with your team. From these interviews we review with you, based on your chosen topic, what we have determined would be meaningful and valuable focus areas for the keynote and workshop. We add your input and goals and use both to customize your program.

4 Custom Design

With our “homework” done we are ready to design your program. Chalk full of powerful stories, relevant points and lots of engagement we create a program that has your team on the edge of their seat and ready to laugh and learn. We provide promotional videos to get your team excited and motivated about the event. We provide a wrap-up video to ensure these ideas are fully implemented.



STEP 3

a

Delivery

We not only deliver a program that is fully customized for your team, but one that uniquely fits your event. We ensure that our program aligns with your theme, connects to your other speakers, and most importantly is action-oriented and gets your team involved.

b

Leadership Debrief

Oh we are not done yet! We set up a meeting with you after the event to talk about key takeaways, and your best strategy for helping your team take what they learned and get it fully implemented into their daily lives and their business growth strategies.



STEP 4

Optional Ongoing Support

At minimum we check with you at the three month mark to determine progress. We provide additional coaching and one-to-one support if needed. Packages available.



INVESTMENT

Ensuring Your ROI

INVESTMENT

**Pricing
Risk
Value
Statements**

Event Goals

Interviews

Custom Design

Pre-Work

Engaging Delivery

Leadership Debrief

**Implementation
(tools, strategies, methodology)**

Next Steps



TESTIMONIALS

FROM INDUSTRY LEADERS

“Meridith completely transformed how we look at, uncertainty, growth and engagement– game changer”

Kristi Brezinski, Stericycle

“The impact Meridith has had on our association cannot even be measured. Her insight and innovative approach to leading through change, turning challenge to opportunity and managing explosive growth has proven invaluable. .”

Julie Sheridan, Medtronic

“You blew us away – you were the BUZZ of the event. Can’t remember if my team has ever given another presenter a standing ovation - amazing. ”

Diana Oreck, Berkshire Hathaway

Meridith’s energy is contagious. She captivated our owners, had them engaged, involved and ready to do the impossible – take action!

Tim Bugg, Capstone

**INNOVATIVE PRODUCTS TO
INSPIRE YOUR TEAM, GROW
YOUR BUSINESS & Leave Your
Competition in the DUST**



**Turn Uncertainty To
YOUR Competitive Advantage**