



Pete Johnson, PhD

“Dr. Strategy”

“Turning Change Into A Competitive Advantage!”

Dr. Pete Johnson is an internationally acclaimed marketing strategy expert. His unique combination of hands-on experience, natural instincts and practical methodology shows your audience how to turn challenges and change into opportunities for growth and accomplishment. His track-record of results are a matter of record.

Today's top business professionals are already over worked and overwhelmed with existing priorities. What they want are direct answers and solutions on how to solve their issues faster and permanently. As a strategist, Dr. Pete immediately cuts to the core of their issues and outlines innovative solutions that will be the absolute “Finishing Touch” for your next conference.

A Track-Record of Results:

- ◆ Twenty-six year veteran of the professional speaking and consulting industry, Pete has addressed more than two thousand audiences worldwide and consistently earns the audience's highest ratings.
- ◆ Worked exclusively for the past six years under direct contract U.S. Army's advanced technology command working strategic plans for Homeland Defense.
- ◆ Corporate job experience / credentials include a long running information technology career with IBM, General Electric, Litton Industries, Data General and McDonnell-Douglas.
- ◆ Vietnam veteran with two tours of duty back in the 60s. Educational background includes degrees in Electrical Engineering, Business Management (MBA) and a PhD in Human Resource Development.

“Peter's presentation was one of the highlights of the conference! Many evaluations specifically mentioned his presentation as ‘worth the entire registration fee in and of itself. I will look forward to speaking with you about a return engagement for us next spring.’” - Robert Dorsa, NACUSO

Unique Audience-Interactive Delivery Style:

Dr. Pete's distinctive “in-the-audience” speaking style captivates and involves his audiences from the moment he's introduced. This unique, group-discussion format combined with his up-tempo, high energy delivery make participants feel like they are an active part of the presentation and not just observers. It's been said repeatedly that time seems to fly by when he's in front of the audience which is what **keeps his audiences consistently asking for more.**

“Your strategy for holding an audience captive was like a breath of fresh air. Your presentation was very intelligent in getting audience participation using commonly known subjects and being candid and not above the crowd. Definitely not boring.” - John Bauer, NAFED

Here's the Practical Take-Away Your Audience Can Use Right Now:

- ◆ The Current Critical Issues Impacting Your Industry as of Today.
- ◆ The Top 20 Best Ideas Compiled from the Best Minds Attending Your Conference.
- ◆ The Top 10 Specific Priorities That Will Produce Measurable Results for Your Audience Over the Next Four to Six Weeks Following Your Conference.
- ◆ The Top 3 Actions Your Attendees Will Need to Initiate During Their First 7 Days.
- ◆ Comprehensive Audience Hand-Out Materials to Organize and Track Results of Follow-up Actions.

Some people speak for others to learn... yet some people speak for others to use!
Obviously... Results Count.

“Thank you for making me look so good in the eyes of my superiors and The Linc Corporation in the eyes of our customers.” - Jacqueline Havrilla, The LINC Corporation

For Additional Information

Dr. Pete Johnson ◆ (800) 458-3588
www.StrategicPlanning.com ◆ Pete@StrategicPlanning.com



“An Overview of Dr. Pete’s Most Requested Programs”

◆ Turning Change Into A Competitive Advantage

“In today’s arena it’s not about the Big eating the Small but rather... the Fast eating the Slow.”

There is not a business professional in the world today who is not currently experiencing the frustration and exhaustion from the expanding demands on both their time and their focus. Plans and strategies that seemed a sound decision even as recent as six months ago, today seem somewhat obsolete and marginally effective.

Face the facts... change is a disorienting element affecting every one of us but in very different ways. While some seem to defend their position or opinions based on facts several weeks old... others knowingly look for any excuse to modify their opinions and position at the very first opportunity. Getting or keeping a competitive edge in business today is not about change or adaptability... but rather just how fast can you initiate change accurately and effectively. It’s not about guess work but rather about science!

- ◆ What are the current challenges and issues facing your industry or profession today? One year from now?
- ◆ What are the challenges and issues impacting your marketplace and key customers today? Next 6 months?
- ◆ Who are the fastest advancing organizations in your industry today and why? Where do you rank?
- ◆ What cutting edge innovations in technology have taken place in your industry in the past 6 months?

◆ *Request a Sample Copy of Our Extensive Audience Hand-Outs*

◆ The Power of Execution

“The Ideal Kick-Off / Wrap-Up Program for Your Next Conference - It’s All About Priorities and Results.”

Your audience will see how to rapidly transform follow-up information and ideas into predictable results. Imagine a fast-paced, audience-interactive session that literally shows participants a streamlined method for identifying, compiling and organizing what they feel are the Top 100 greatest ideas gleaned from all of the talented speakers and experts of your entire conference. Even better yet, each attendee leaves with their own individualized Top-10 conference Follow-Up Action Plan.

The best part yet... it’s highly organized 45-day post conference follow up process helps review “Progress-On-Plan” to clearly demonstrate the bottom-line value of transforming ideas into measurable results. Sounds like a tall order? After reviewing a sample of Dr. Pete’s preview video and audience handout material, you can see why this program is unprecedented for takeaway value.

◆ Additional Topics Include: Leadership, Sales, Branding and Teamwork

Please call for detailed information on other topics and programs. Thank you.

ACE Hardware
AlphaGraphics
American Automobile Association
American Bankers Association
American Chamber of Commerce Executives
American Glass Association
American Hospital Association
American Society for Quality Control
American Society of Association Executives
American Society of CLU
Apple Computer Corporation
ARCO Corporation
Bellsouth Corporation
Building Service Contractors Association

Cable Television Advertising Bureau
California Bankers Association
Cayman National Bank
Consumer Electronics Show
Credit Union Executives Society
CSC Index, Inc.
Dairy and Food Industries Supply Assoc.
Dale Carnegie Sponsors Association
Defense Logistics Agency
Digital Systems Corporation
Doctors Medical Center
Farmland Industries
First Alert Professional Security Systems
First Interstate Bank

General Foods Corporation
Georgia Power Company
Greeting Card Association
Grocer’s Supply Company
Hallmark Cards
Hewlett-Packard Company
Hills Pet Products
IBM Corporation
J.D. Power and Associates
Kentucky Fried Chicken
National Assoc. of Temporary Services
National Pizza Association
United Van Lines
Young Presidents Organization...
& many, many more!

