

DR. JEFFREY KAPLAN

Business author and internationally recognized speaker and thought leader



The art & science of **MAXIMIZING PERFORMANCE** through **PEOPLE**

J. Alan Group is a research institute and consultancy dedicated to harnessing the untapped power of human connections to spur individual, team and organizational performance.

The JAG portfolio offers a wide range of field-proven products and services, all designed to increase collaboration and innovation, drive revenue and turn strategic vision into reality.

- Sales, Marketing & Alliance Training
- Speaking & Event Integration
- Strategic Execution Readiness Assessments
- Team Transformations
- Thought Leadership & Community Building
- Advisory Services (New Venture and Start-up)

Introducing Dr. Jeffrey Kaplan:

In demand across the globe, Dr. Kaplan has delivered keynotes and workshops in 26 countries from Moscow to Dubai to Hong Kong. Over 200,000 people have experienced the passion Jeff brings to every event. Centered on the power of human relationships, Jeff combines three decades of business experience to help executive leadership, operations, sales and marketing teams rapidly increase innovation, collaboration and productively.

In his early career, he turned a \$1,500 garage-based start-up into a million-dollar payout. Working on the global

scene for business consulting powerhouse Capgemini, Jeff led the firm's relationship with IBM and later Microsoft.

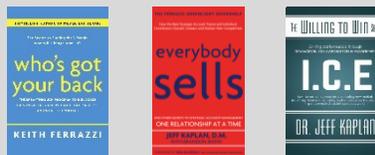
Teaming up with the #1 NY Times best-selling author and relationship development expert Keith Ferrazzi on his book 'Who's Got Your Back', Jeff contributed to the book and designed a marketing campaign and book tour that changed book promotion forever.

KEY THEMES & EXPERTISE:

- Team Transformations
- Executive Leadership
- Sales/Marketing/Alliances
- Strategic Execution
- Innovation
- Collaboration
- Career Planning

PRESENTATIONS:

- Network = Net Worth
- Everybody Sells
- Brand New... Brand You
- Don't Let Your Career Choose You
- Team Transformations
- Lost in the Middle: Why the Best Strategies Often Fail



Dr. Kaplan the founder and managing partner of J. Alan Group, a research firm and consultancy devoted to the art and science of maximizing performance through people. He also serves as a Director for KOSTechnology and China Foundations.

Dr. Kaplan has extensive experience working with the world's top brands, including Aon, Accenture, Apollo Group, Bank of America, British Telecommunications, Dow, DuPont, New York Stock Exchange, Procter & Gamble, Royal Bank of Scotland, Siemens (now Unify), Thompson-Reuters, U.S. Bank, United Healthcare, Windstream and the Wisconsin Department of Justice among many others.

Find out more:

www.jeffkaplan.com
www.jalanconsulting.com

Contact Amber Moore for questions or booking:

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"Dr. Jeffrey Kaplan offers invaluable insight, wisdom, and experience that can transform a sales force, a leadership team, or an entire company."
– Keith Ferrazzi, New York Times Bestselling Author "Never Eat Alone"

"Jeff brought the global experience, selling expertise, world class strategic knowhow and a deep knowledge of our industry."
– Neil Blakesley, former CMO of Computer Science Corporation & British Telecommunications

KAPLAN'S

POPULAR PRESENTATIONS

Are you an organization rolling out a new initiative, developing your executive leadership, building up team functionality or seeking an engaging and thought-provoking keynote speaker for your group? Then you've found your man!

NETWORK = NET WORTH:

The research is clear; people with stronger relationships experience higher loyalty and advocacy, shortened sales cycles, broad executive support and more referrals. In fact, an IBM and MIT study examined the monetary value of relationships, suggesting that each active member of your network equates to \$948 of net worth.

Simply put... those that can identify the people most critical to their success and develop deep meaningful relationships with them WIN, period.

This high energy, audience involved talk explores how you can improve your relational skills and effectiveness to create personal and professional wealth.

Key Takeaways:

- Identify the people most critical to achieving your goals,
- Rapidly accelerate and deepen your most important relationships,
- Learn how to turn relationships into opportunities,
- Become disciplined and purposeful about managing and developing relationships.

"It truly was a success and we really enjoyed working with you. Thank you for making it a great experience!"

- Barbara Stropko, Chair for PLANET's Great Industry Great Escape, Paradise Island, The Bahamas



Speaking at Texas Stadium - home of the Dallas Cowboys

EVERYBODY SELLS:

The competition is fierce, fast and growing more sophisticated every day. To win and stay winning, organizations must harness every asset and every relationship. While the best run organizations are operationally lean and efficient, few organizations purposefully identify, develop, monitor, measure and track the relationships they already have. Fewer still involve and engage the entire organization in the process.

Everybody knows somebody and every relationship is a chance to create opportunity for individual, team or organizational success.

Whether you are a top executive, sales or marketing pro, subject matter expert, receptionist, intern or just someone that wants to take control of your own career; everybody sells will provide you the information, tools and tactics you need to make your organization more successful.

This valuable and thought provoking message can be delivered in keynote (45-90 minute), half-day or formal 1 ½ day sessions. Compelling and timely, understanding the mechanics of relationship development and how to purposefully coordinate relationship development efforts for individual, team and organizational success is sure to change the way people think about and approach relationships forever.

Key Takeaways:

- Understand what makes business and personal relationships different,
- Identify the people critical to your success,
- Get everyone involved in the process,
- Sustain your success quarter over quarter and year over year.

"Dr. Jeffrey Kaplan is a consummate professional who has helped me to drive a customer centric, relationship based sales approach throughout my organization. I highly recommend Jeff to anyone wanting to improve the effectiveness of their sales force or drive more productive relationships across their business."

- Julie Osborne, Prior Vice President, Global Consumer Packaged Goods, British Telecom

BRAND NEW... BRAND YOU:

What is your personal brand?

What does your name stand for?

What do your customers, co-workers and friends think of when they think of you?

With a combined value of nearly \$1 trillion dollars, the 8 most valuable commercial brands powerfully illustrate the importance of a name.

Physical assets once determined the worth of any enterprise – no more!

- Today, the world's largest taxi service owns no taxis (Uber),
- The most prolific and powerful media giant creates no content (Google),
- The leading retailer holds no inventory (Alibaba) and
- The biggest hotelier on the planet doesn't own a single hotel (Airbnb).

In a world where ideas and meaning have a half-life; the ability to create and sustain a brand is crucial to commercial success. What applies to global brands applies to your professional success as well.

The most important brand you'll ever be associated with is *Y-O-U Inc.*!

For better or worse, your personal brand determines the level, speed and trajectory of your career. Yet, few people take the time to purposefully create, develop and nurture a personal brand.

This experiential session guides audience members through a series of interactive exercises designed to help individuals discover their personal brand, identify the personal actions they'll take to bring their brand to life and engage others to help grow and sustain their brands long into the future.

Whether you are a top organizational leader, a salesperson or customer service professional, an accountant or an engineer, looking for a new job or just starting your career; a well-developed personal brand has become table stakes for career success.

Key Takeaways:

- Discover your personal brand,
- Identify specific actions to bring your brand to life,
- Engage others to grow and sustain your brand.

"The workshop was extremely profound! Mr. Kaplan helped a large crowd take self-inventory and remain engaged throughout the entire program. The program was so motivating, we could have skipped lunch... The workshop can show one how not merely to travel through life, but to become the orchestrator; starting with one relationship at a time.

- Cynthia A. Jenkins, University of Phoenix Advisor



DON'T LET YOUR CAREER CHOOSE YOU:

This fresh look on career development, asks the critical question,

"Are you choosing your career or letting your career choose you?"

Whether you are just starting out, mid-career, or looking to mentor those about to follow in your footsteps; knowing the difference between a *job* and a *career* is critical.

Jobs are the basic building blocks of a successful career and knowing how to select the right job is more important than ever. Today's young professionals are expected to hold many more jobs and demand deeper personal satisfaction from their work than preceding generations. Getting typecast early in your career can close doors before they are opened.

The typical worker will likely spend 2,080 hours a year for 40 years at work. Isn't it worth the investment to make sure that time not only provides for financial benefit but intellectual and emotional satisfaction?

Found at the intersection of marketable skills and deep passion; careers are a form of self-expression.

This interactive session walks participants through a series of thought provoking ideas and exercises designed to help individuals build and execute practical and tactical career strategies.

Key Takeaways:

- Differentiate jobs from careers,
- Identify the intersection between what you can do and what you love doing,
- Avoid getting locked into the wrong career path,
- Build your personal brand,
- Identify and develop the relationships you'll need to build your career!

"Thank you for providing the entire class with a very moving and informational presentation. You made a lot of invaluable points that I had never put very much thought into, and can say that just from the hour and a half that I spent listening to you that I learned a lot, even if today's presentation was only the beginning to a process."

- Michael Boysen, Iowa State University Student

LOST IN THE MIDDLE -

WHY THE BEST STRATEGIES OFTEN FAIL:

Too often, well-intended, well-defined and well-communicated strategic initiatives lose coherence, morph and ultimately get lost in middle layers of organizational bureaucracy between those that created the strategy and those tasked with carrying it out.

This informative and engaging talk challenges participants to think about organizational strategy in a new and exciting way. Combining business, sociological and psychological theories with the practical and tactical actions being used right now to help organizations outperform their competition; 'Lost in the Middle' bridges the gap between theory and practice.

Key Takeaways:

- Translate organizational strategies into digestible, actionable messages people can act on,
- Use strategic blocks, to build up and track down strategic progress,
- Engage every member of the organization in creating strategic success,
- Consistently monitor and measure progress across functions and levels.

"(With Jeff's help) we went from creating billboards to driving specific strategies and messaging."

- Neil Blakesley, former British Telecommunications CMO

TEAM TRANSFORMATIONS:

Top performing teams are no accident. So, it's no wonder some teams consistently out learn, out produce and out earn their competition. Whether your team runs the organization, sells products, provides functional support or is tasked with a specific work product, understanding how teams work, how teams work better and how to apply best practice to your own efforts can help you transform into a top performer.

In this experiential session, audience members work together to learn how teams tick. Participants will learn how to craft team goals that harness the abilities of every team member, tap into the power of social bonds (a key differentiator in team performance), coordinate and communicate team progress and leverage the interests of others - gaining their help and support.

Key Takeaways:

- Craft understandable and actionable goals to engage everyone,
- Leverage team interactions to create strong social bonds to spur team performance,
- Communicate progress using a common framework,
- Leverage the interests of others to gain external help and support.

"Revolutionary to the business world. I am happy to have my company and myself involved."

- Greg Green, Workforce Solutions

SOME OF JEFF'S PAST AUDIENCES:

- Accenture
- British Telecom
- The Hartford
- nGenera
- Thomson Reuters
- Aon
- Coca-Cola
- Intel
- NYSE
- University of Phoenix
- Apollo Group
- Communitech
- Iowa State
- Royal Bank of Scotland
- US Army
- Aramark
- Du Pont
- Merrill Lynch
- Sapphire Technologies
- US Bank
- Bank of America
- Frog Design
- Morgan Stanley
- Siemens
- Windstream

To schedule Dr. Jeffrey Kaplan to speak at your next event, please contact J. Alan Group at (319) 389-0565 or via email at amber@jeffkaplan

