intuit quickbooks CONNECT

Influence in a changing world

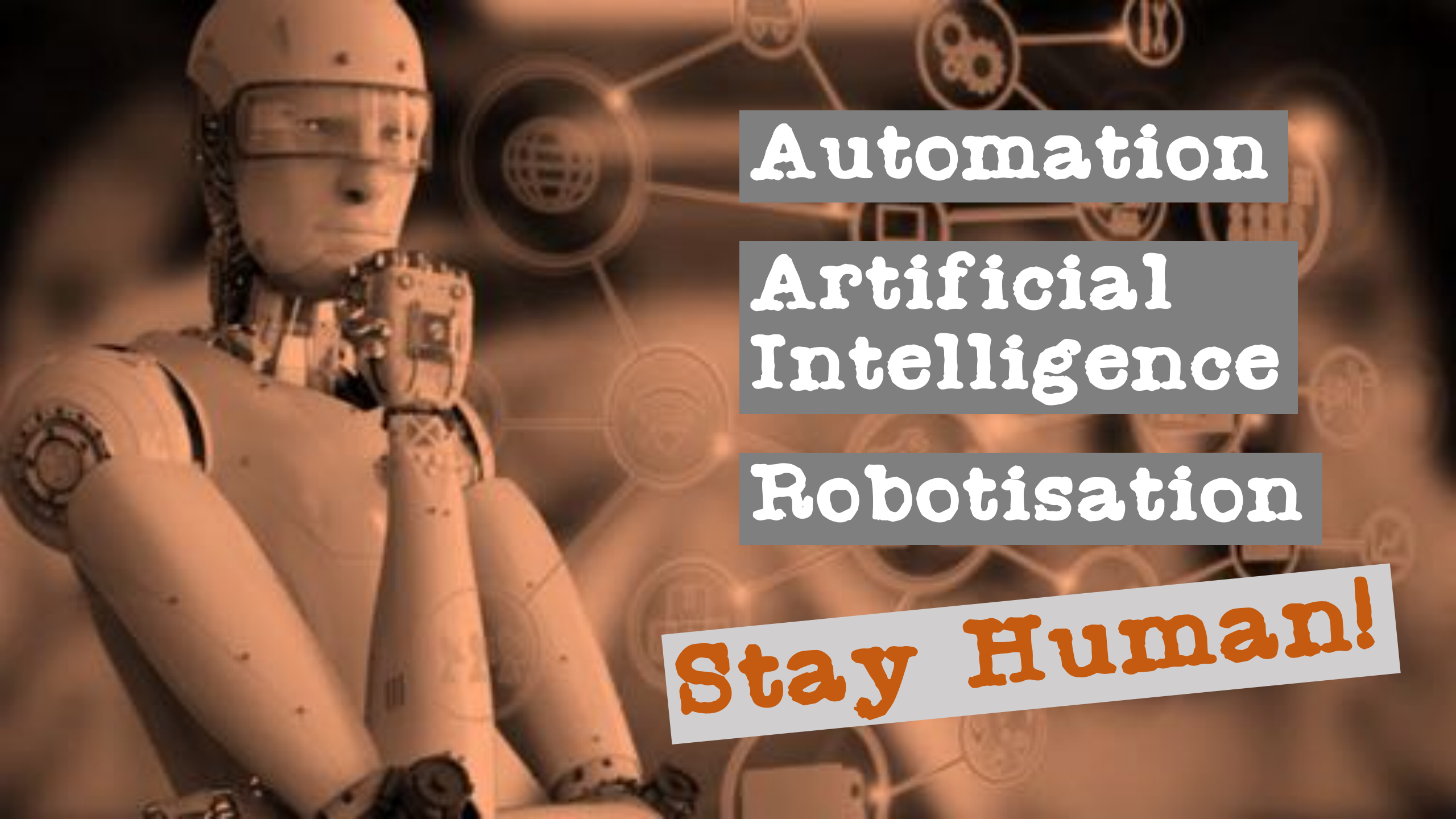
Warren Cass

intuit quickbooks CONNECT



Influence in a Changing World

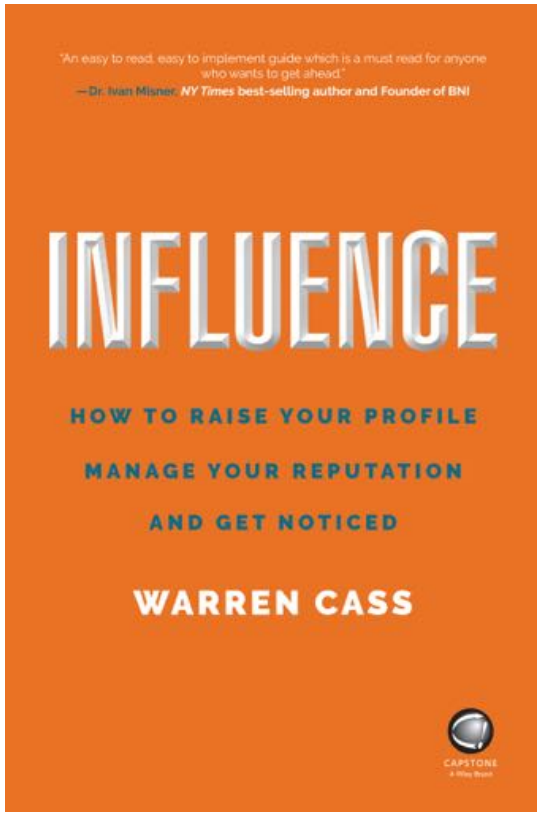
WARRENCASS


Automation
Artificial Intelligence
Robotisation
Stay Human!

Who Am I?

advantage benefits





CHAMPIONS OF SMALL BUSINESS

Achievers INTERNATIONAL

Thank you for having me ;-)



@WarrenCass





www.LinkedIn.com/in/WarrenCass

What does Influence mean to you?

Persuasion

Reputation

Authority

Communication

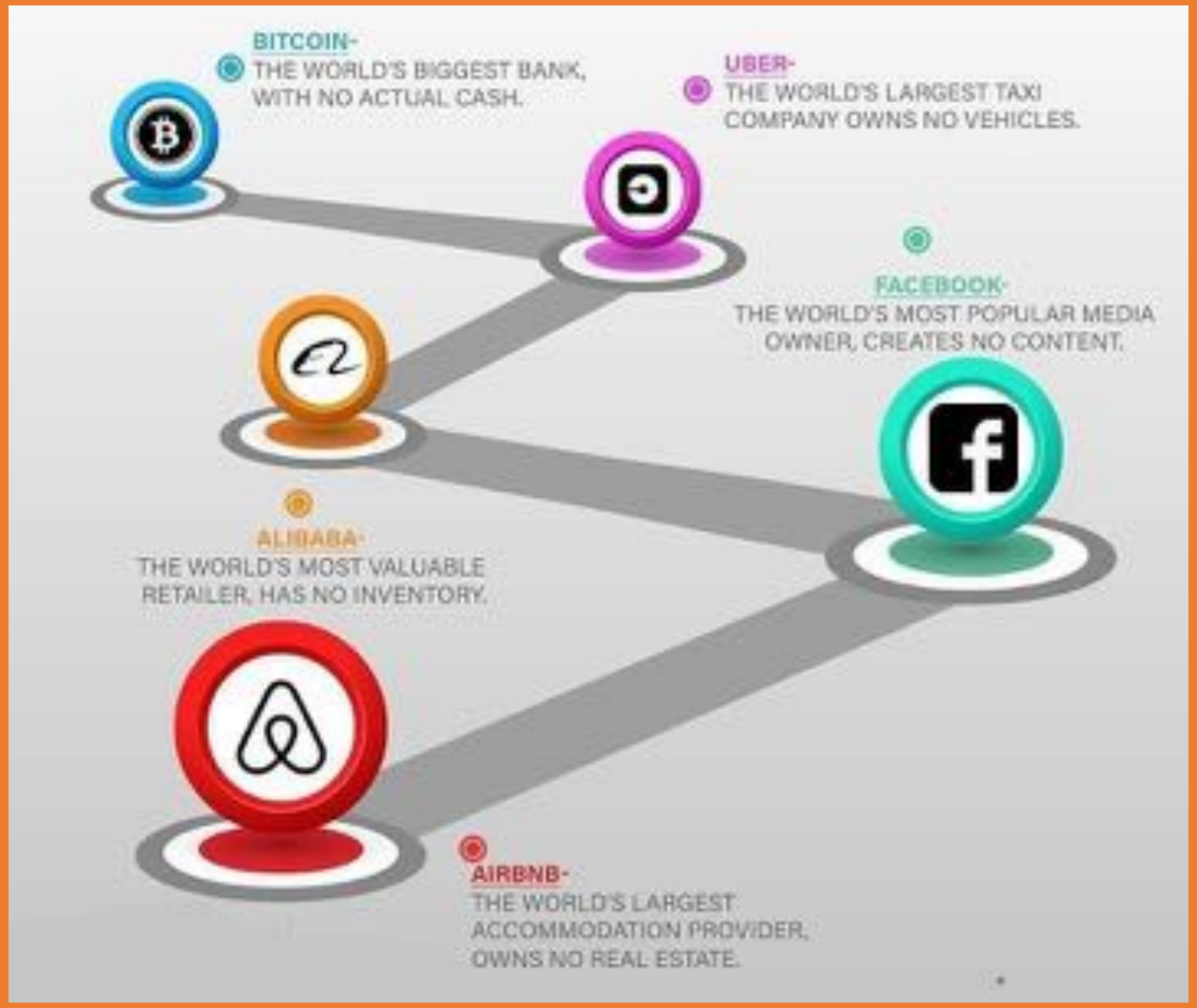
Network

Profile

Easily Found

Society is Changing BIG TIME!

Over 40% of the companies at the top of the fortune 500 in 2000, were no longer there in 2010.



disrupting

SOMETHING INTERESTING IS HAPPENING

How Not To Do It!

Yell.com™

Old logo

New logo

Google




Ford

"It is not the Strongest of the species that survives, nor the most intelligent, but the one most adaptable to change"

Time it took to reach
50 million users



75 Years



38 Years



13 Years



4 Years



3 Years

facebook

2 Years



3 Months



30 Days

Remember

DALLAS




NBC
SUNDAY
NIGHT
FOOTBALL
NFL

The Future Speaks a Different Language

The Generation Divide



Millennial Attitudes







Millennial Attitudes





2020 Trends

Businesses Prioritize Employee Happiness

2020 Trends

The Rise of the Remote Worker

Millennial Attitudes



2020 Trends

GIG ECONOMY WILL DOUBLE



Willingness to Work for On-demand Employment Opportunities



Source: Addison Group 2016 Workplace Survey Results, Edelman Intelligence

Millennial Attitudes







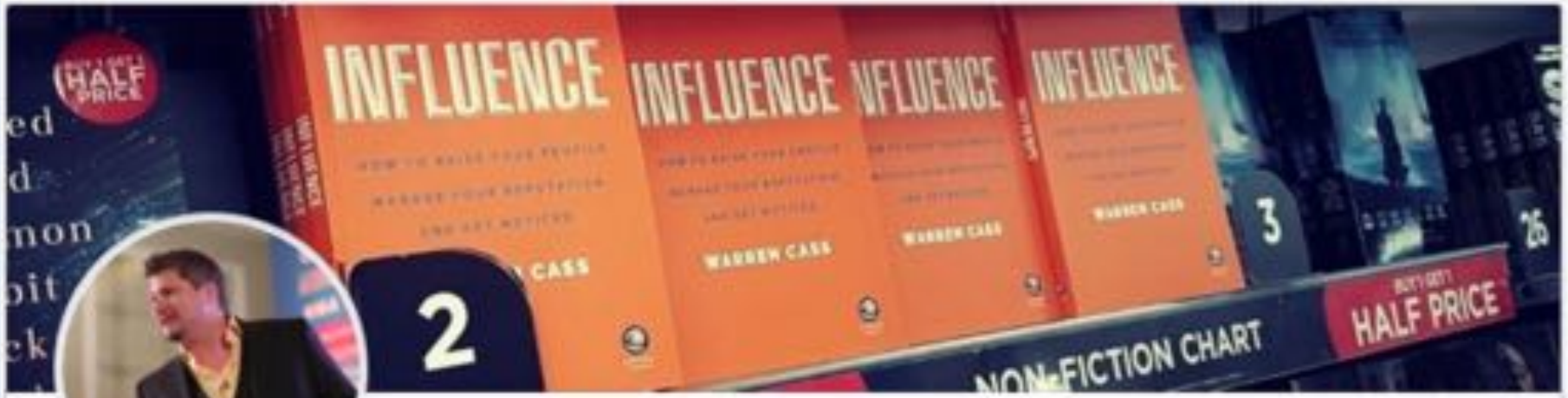
Social Proof





2020 Trends

User Reviews Will Be King



LinkedIn™

Warren Cass

Professional Speaker & Author on INFLUENCE - (persuasion, communication, relationships & reputation)

United Kingdom

Add profile section | More...

Warren Cass

Swindon College

See contact info

See connections (500+)

Interested in a speaker for your conference or event? see www.WarrenCass.com for more details. Or are you looking for more engagement with your customers? Increased acquisition & improved retention? Advantage Benefits We are experts in engaging with business owners and work with s...

Show more

Recommendations

Ask for a recommendation

Received (66) Given (76)



Sarah Brown
Events Manager at BRC Global Standards
June 20, 2018, Warren was a client of Sarah's

I cannot recommend Warren enough, he was a pleasure to work with from start to finish. I booked Warren to speak at our Leaders of Tomorrow event and the audience were engaged 'from the off' he was charismatic and gave the all-important 'take home' pieces for the guests in attendance. Feedback form the event has been fabulous. Thank you



Dominic Eldred-Earl
Dad, Husband, Bitcoin and crypto enthusiast, Speaker finder at Maria Franzoni, London Speaker Bureau, Eco Self-builder
June 1, 2018, Dominic worked with Warren but at different companies

In the relatively short time that I have known Warren, I have come to like him as both a person and a speaker.

As a person, he is very approachable, personable and open to talking about ideas and enthusiastic about everything he does.

As a speaker, he is thorough, conscientious, very open to ideas and feedback from clients and is a total consummate professional with great content delivered in an engaging, memorable and useful way with plenty of immediate takeaways to use in the comfort/lunch break, at work, at home and in life in general.

Generally - he is a pleasure to work with and to spend social time with too.

Show more

LinkedIn™

WARREN CASS

Home Speaking About Influence The Book Blog

Some of the images & posts shared from around the world on social media.





Chad Barnier
@chadbarnier

Currently reading (and loving) "INFLUENCE: How to raise your profile, manage your reputation, and get noticed" by @warrencass. Was fortunate

1:44 AM - Oct 26, 2017

1 See Chad Barnier's other Tweets



Pushpa Alexander
@PushpaHeadsUp

With @warrencass #wolverhampton at @WolvesRaces #business #networking

3:07 PM - Sep 28, 2018

3 See Pushpa Alexander's other Tweets



AVN Inspiring Accountants
@AVNInspiringAcc




Old Marketing

New Marketing




EVERYONE IS CHASING EXPERIENCES

WHAT DO WE MEAN BY EXPERIENCE ECONOMY?

A NEW ECONOMIC ERA IN WHICH ALL BUSINESSES MUST ORCHESTRATE MEMORABLE EVENTS FOR THEIR CUSTOMERS, AND THAT MEMORY ITSELF BECOMES THE PRODUCT.
- THE "EXPERIENCE"



Millennials Expect Activities to Enrich Their Travel ...And They Expect to Book Them Online



Would choose to spend money on a desirable experience over a desirable thing (Harris/Eventbrite)

Want to learn something new when they travel (Topdeck Travel)

Begin travel planning online (Expedia)

Think just relaxing on vacation is boring. (Topdeck Travel)

EXPERIENCE ECONOMY

People crave interactions *off* social media

People are looking for a new perspective


Disney

Diversity



Key Point:

If you work with several different demographics, yet use one tone of voice with your communication…

… You are not speaking to everyone.

How Has Technology Changed?


Cloud


BIG
DATA





2020 Trends

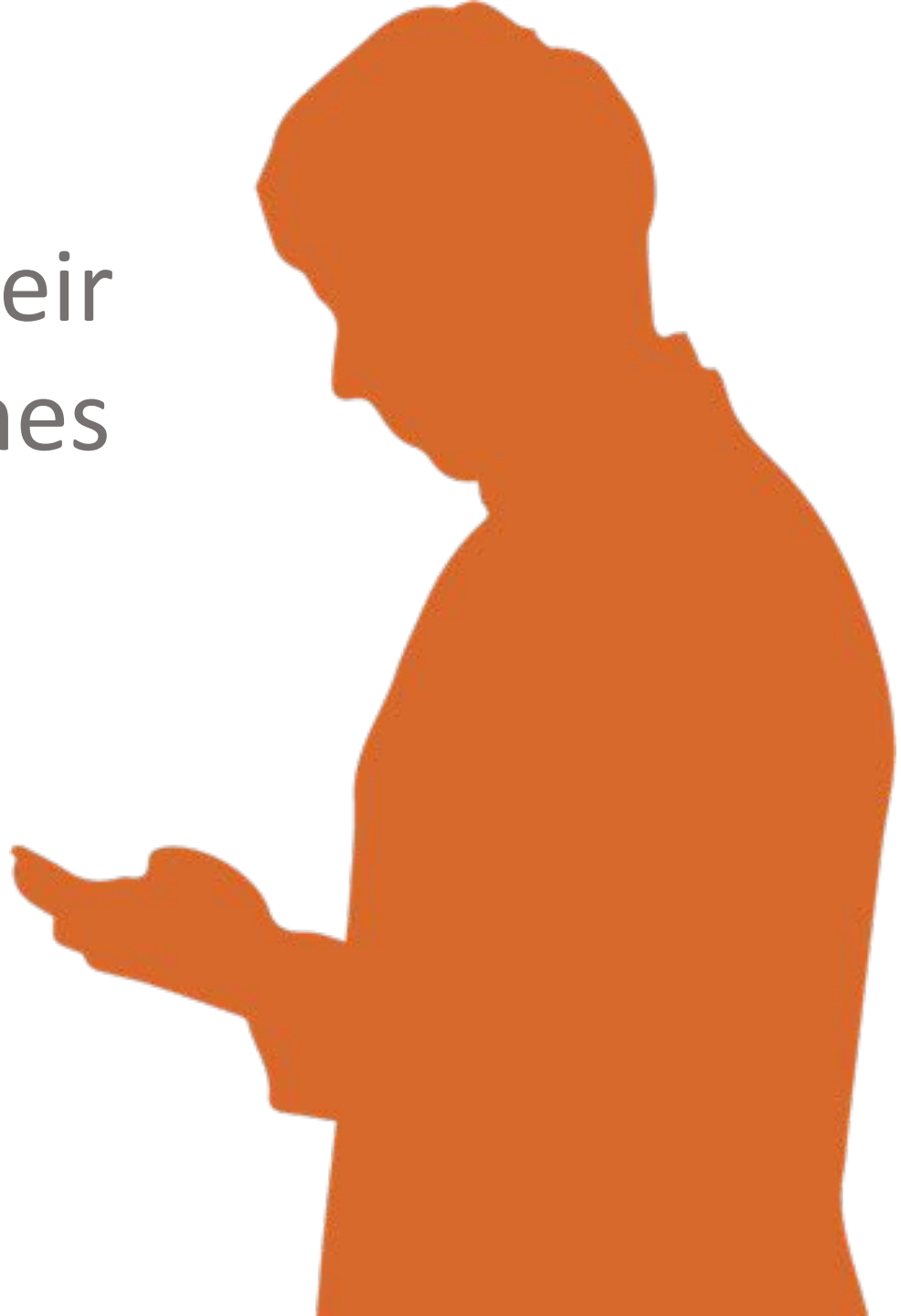
AI Will Not Take Over Customer Experience

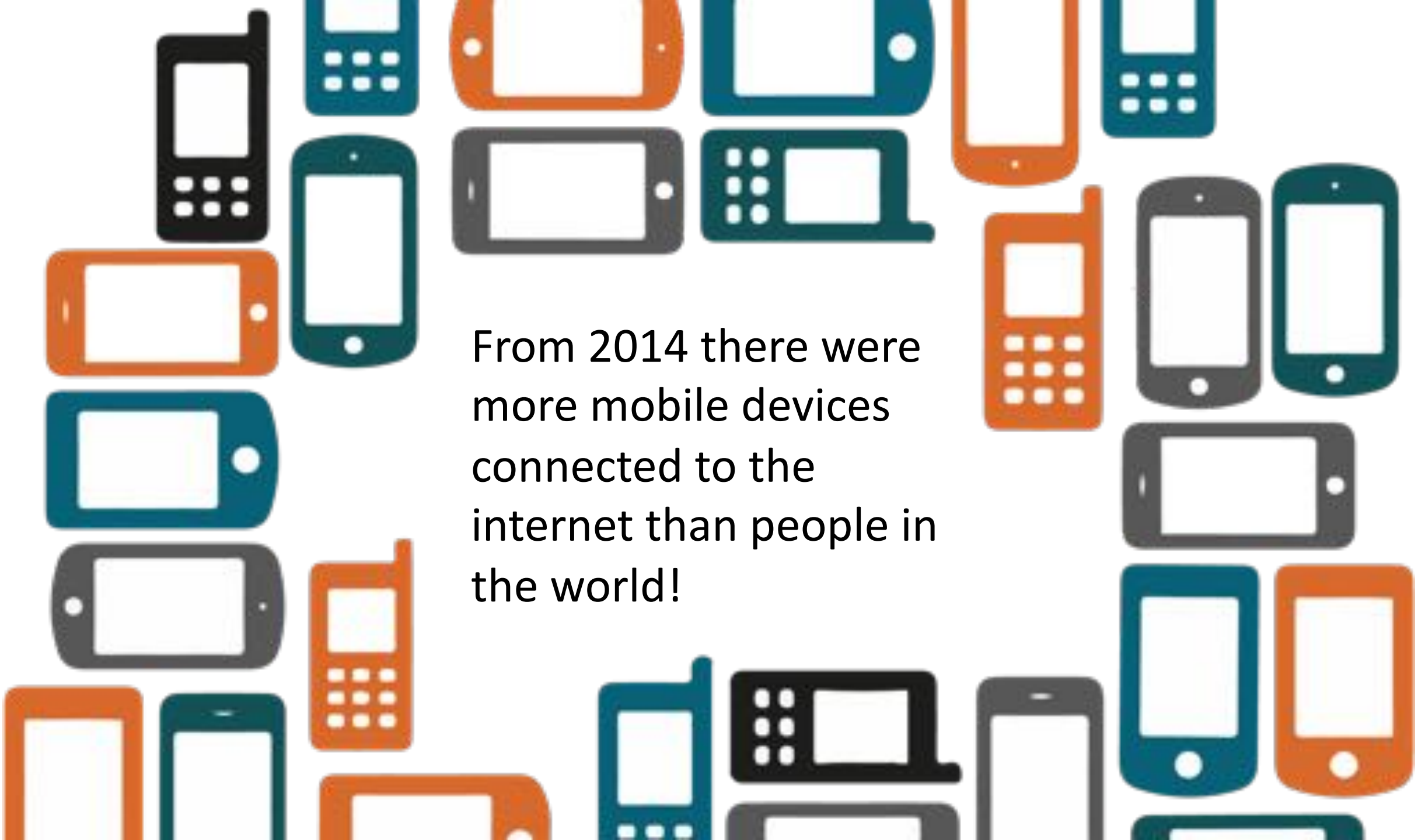
2020 Trends

The launch of 5G



Typical mobile users check their phone 150 times a day....





From 2014 there were more mobile devices connected to the internet than people in the world!

According to facebook




44,000,000
MESSAGES PROCESSED
486,000
PHOTOS
26
NEW REVIEWS
POSTED ON YELP
120
NEW ACCOUNTS
OPENED ON
LINKEDIN
MORE THAN
140
SUBMISSIONS
ON REDDIT
MORE THAN
2,315,000
SEARCHES
3,125,000
243,055
MORE THAN
21,000,000
MESSAGES SENT
70,000
VIDEO MESSAGES
SHARED
MORE THAN
195,000
MINUTES OF AUDIO CHATTING
ON WECHAT
MORE THAN
3,000,000
ITEMS ARE
SHARED
MORE THAN
18,000
MATCHES MADE
972,000
DAILY SWIPES
ON TINDER
MORE THAN
69,500
HOURS OF
VIDEO WATCHED
ON NETFLIX
NETFLIX
IN
60
SECONDS
GO-Globe
MORE THAN
150,000,000
E-MAILS ARE SENT
MORE THAN
48,000
APPS DOWNLOADED
ON IPHONE
MORE THAN
95,000
APPS DOWNLOADED
ON ANDROID
MORE THAN
430,000
TWEETS SENT
MORE THAN
2,700,000
VIDEO VIEWS AND
139,000 HOURS
OF VIDEO WATCHED
MORE THAN
39,300
HOURS OF MUSIC
LISTENED
AROUND
56,000
PHOTOS
UPLOADED
9,800
ARTICLES PINNED
ON PINTEREST
MORE THAN
280,000
SNAPS SENT
ON SNAPCHAT
MORE THAN
100
NEW DOMAINS
REGISTERED
14 NEW
SONGS ADDED
ON SPOTIFY
MORE THAN
300 HOURS
OF VIDEO ARE UPLOADED



Where To Play?

Q. Where is the best place to hide a dead body?



2020 Trends

Voice Will Take Over


YouTube

CONTEXT MATTERS

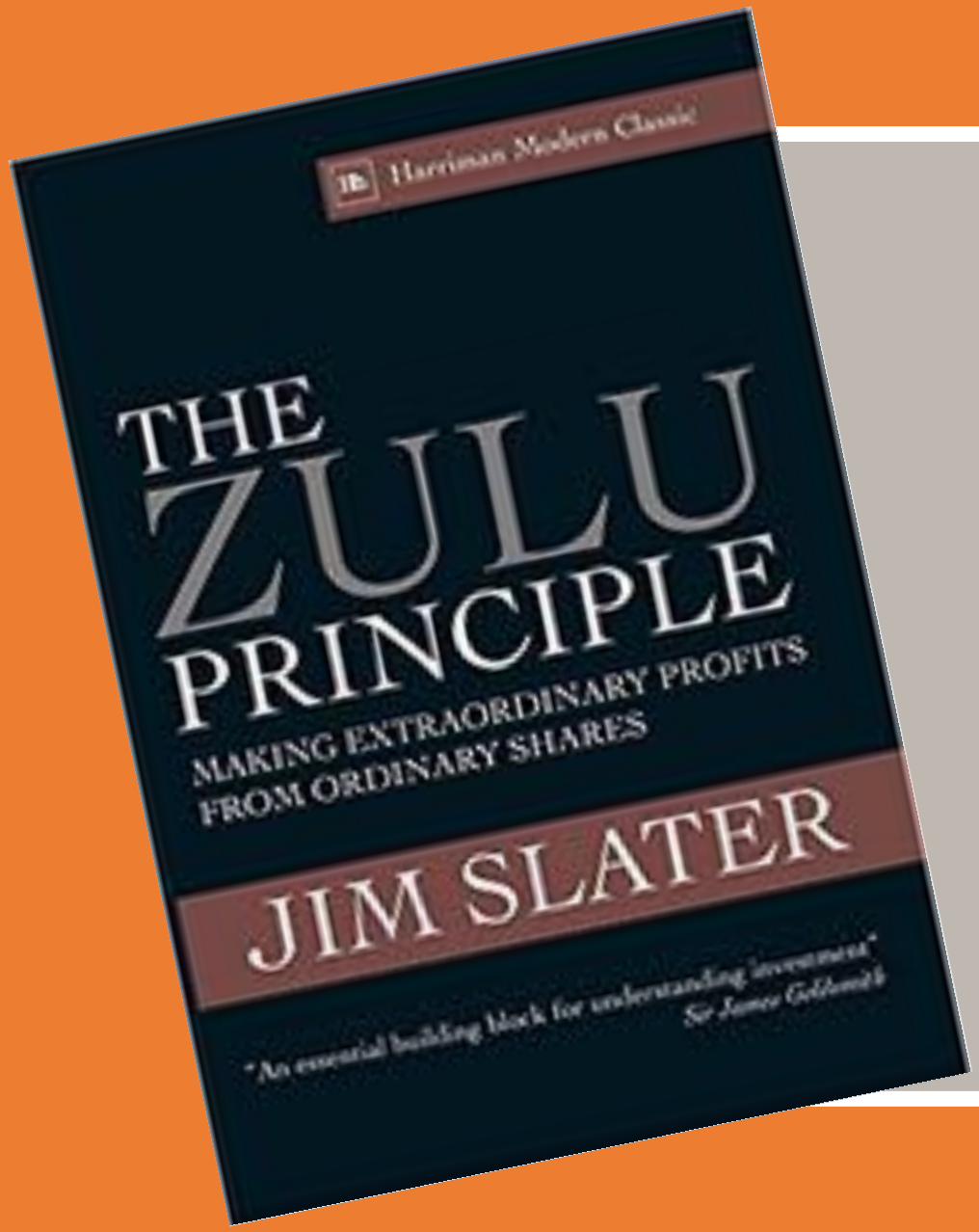
2020 Trends

More Emphasis on Personalized Customer Service

So where is the value in your business?



The Power of Niche


Harriman Modern Classic
THE ZULU PRINCIPLE
MAKING EXTRAORDINARY PROFITS FROM ORDINARY SHARES
JIM SLATER
"An essential building block for understanding investment"
Sir James Goldsmith



Introducing

Vince Myers



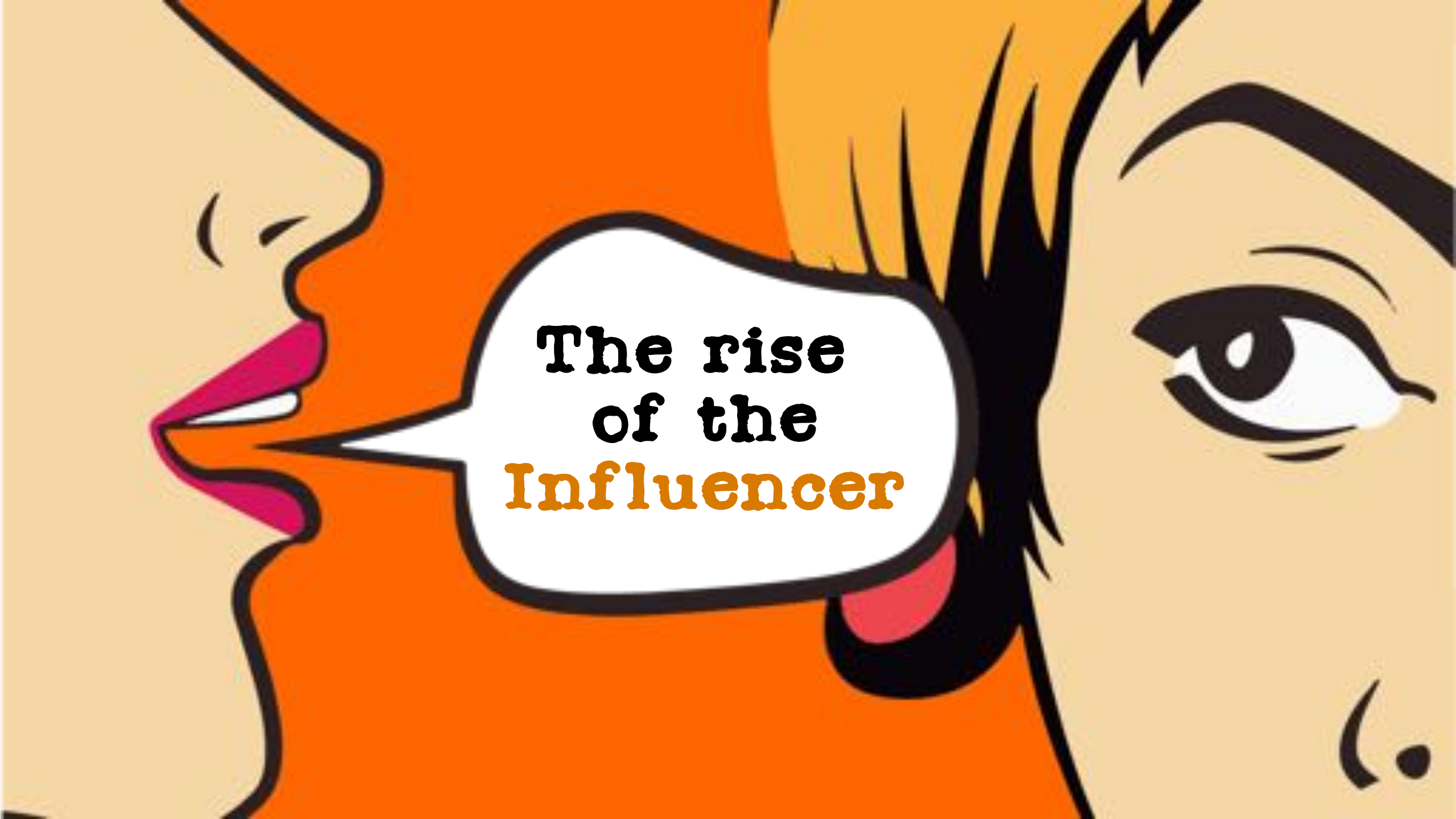


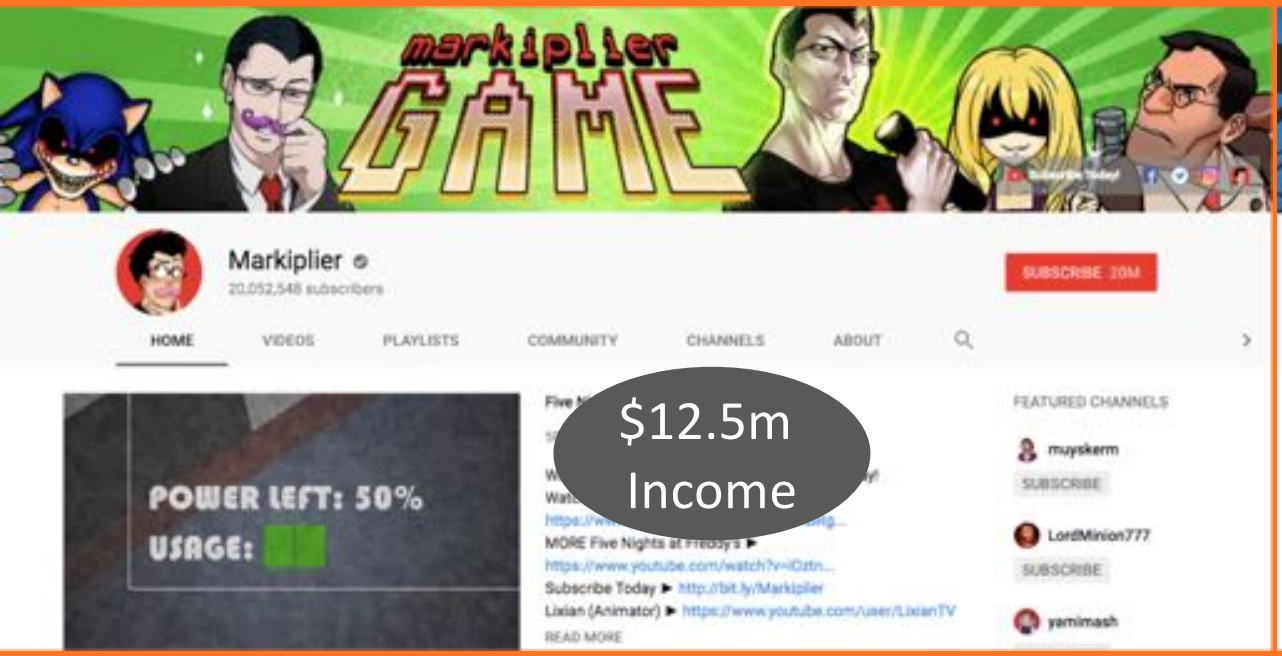
Introducing

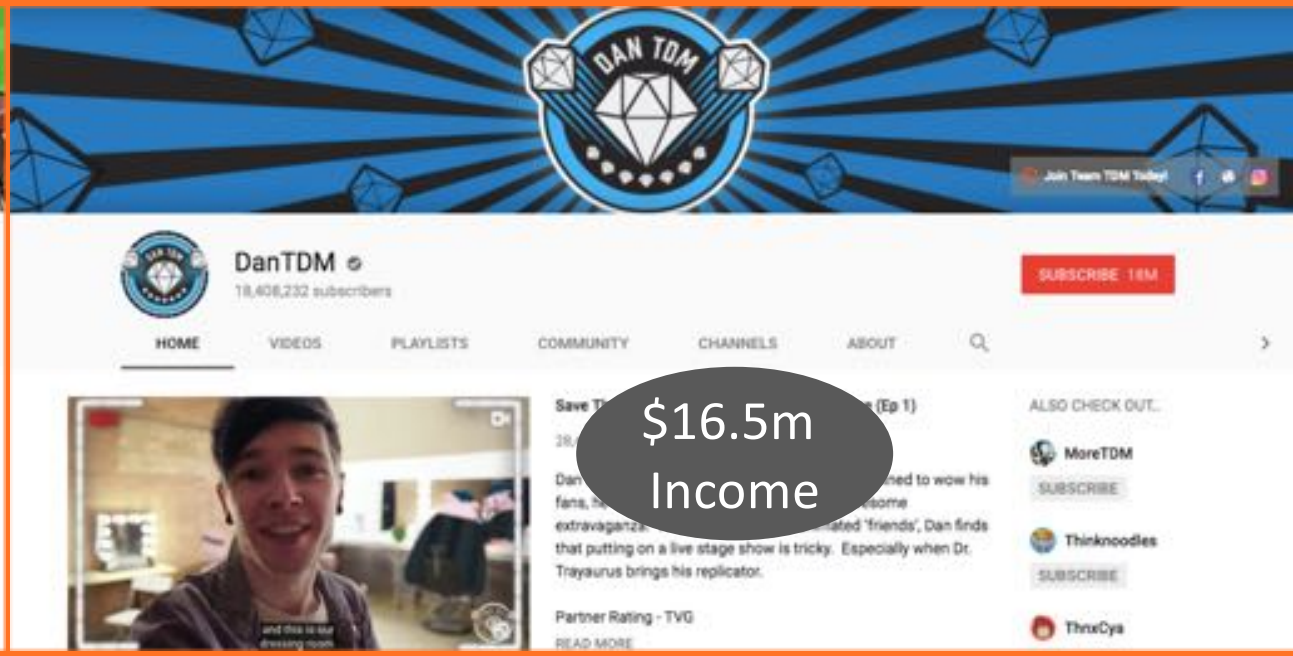
Robert Craven

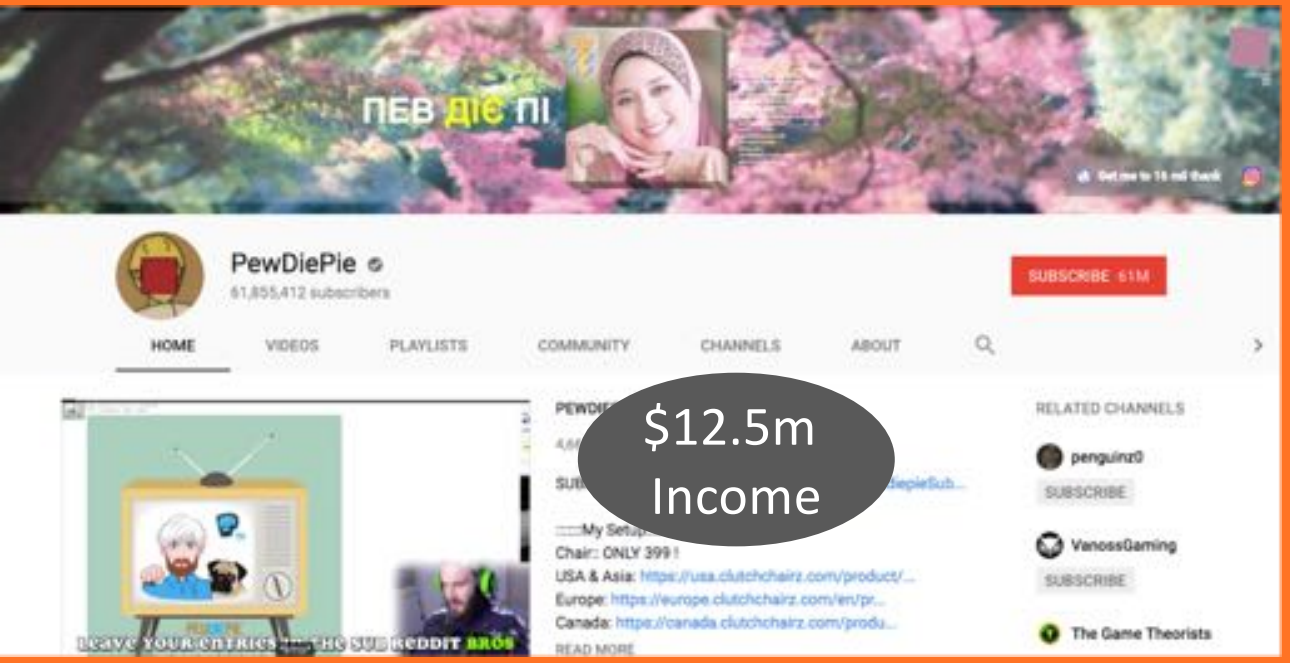

startups
Bright Marketin
for Small Busin
ROBERT CRAVEN
CUSTOM
IS KIN
HOW TO EXCE
CLIENTS' EXPEC
GROW YOUR SERVICE FIRM
How to run a successful service-based business
ROBERT CRAVEN
GROW YOUR DIGITAL AGENCY
ROBERT CRAVEN

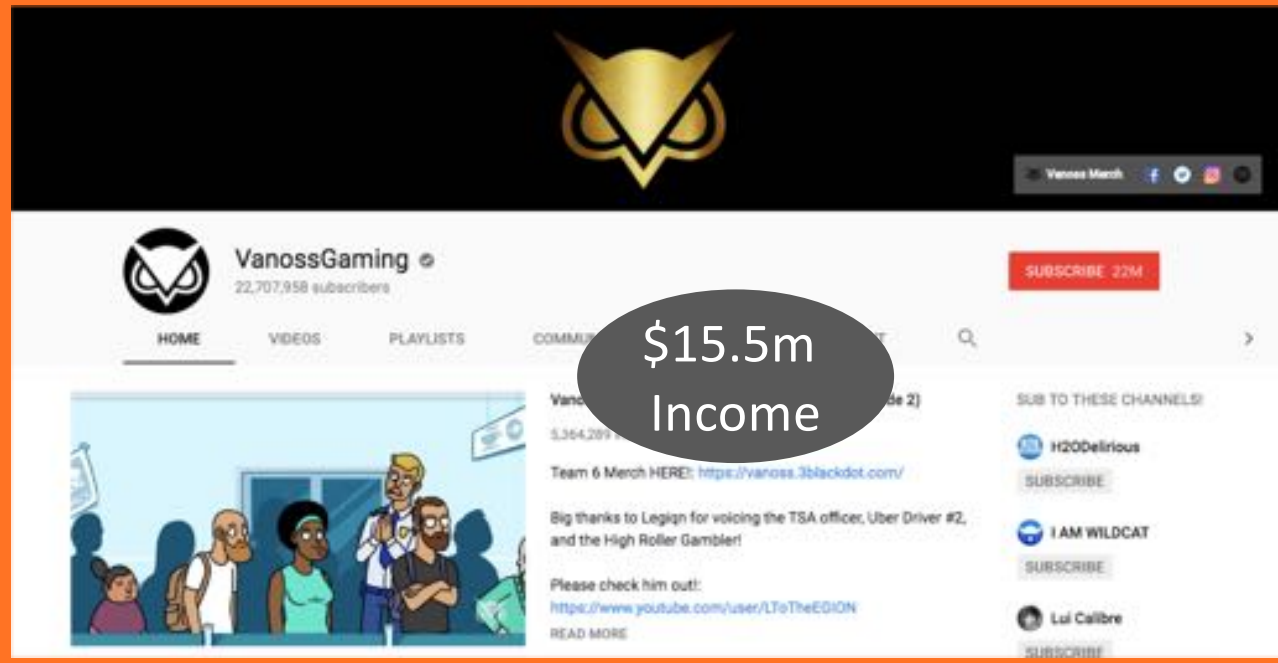

How good is
your business?
Google


The rise
of the
Influencer


markiplier
GAME
Markiplier
20,052,548 subscribers
SUBSCRIBE 20M
HOME
VIDEOS
PLAYLISTS
COMMUNITY
CHANNELS
ABOUT
POWER LEFT: 50%
USAGE:
$12.5m
Income
FEATURED CHANNELS
muyskerm
SUBSCRIBE
LordMinion777
SUBSCRIBE
yamimash


DAN TDM
DanTDM
18,408,232 subscribers
SUBSCRIBE 16M
HOME
VIDEOS
PLAYLISTS
COMMUNITY
CHANNELS
ABOUT
$16.5m
Income
ALSO CHECK OUT
MoreTDM
SUBSCRIBE
Thinknoodles
SUBSCRIBE
ThrixCya

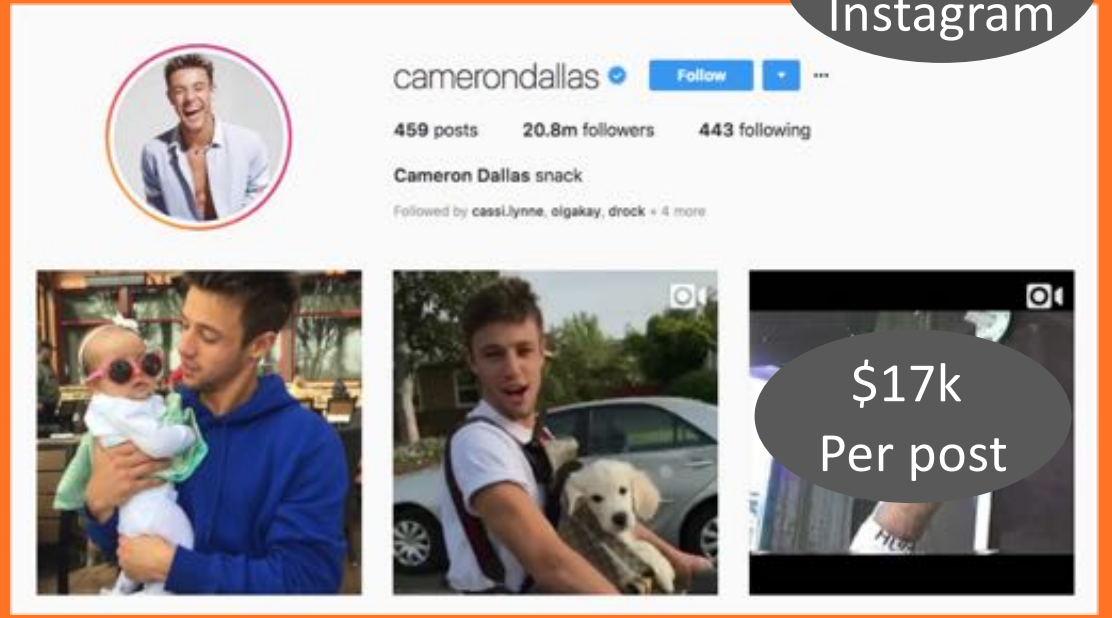

ПЕВ ДІЄ ПІ
PewDiePie
61,855,412 subscribers
SUBSCRIBE 61M
HOME
VIDEOS
PLAYLISTS
COMMUNITY
CHANNELS
ABOUT
$12.5m
Income
RELATED CHANNELS
penguinz0
SUBSCRIBE
VanossGaming
SUBSCRIBE
The Game Theorists

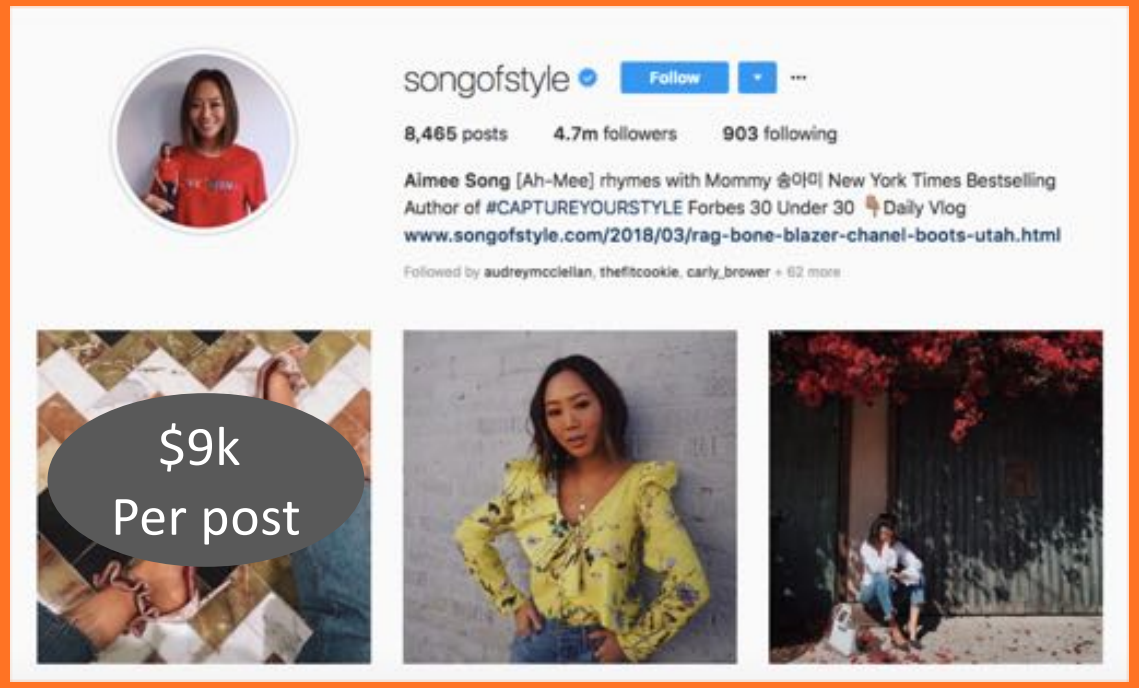

VanossGaming
22,707,958 subscribers
SUBSCRIBE 22M
HOME
VIDEOS
PLAYLISTS
$15.5m
Income
Team 6 Merch HERE!: https://vanoss.3blackdot.com/
Big thanks to Legign for voicing the TSA officer, Uber Driver #2, and the High Roller Gambler!
Please check him out!:
READ MORE
SUB TO THESE CHANNELS!
H2ODelirious
SUBSCRIBE
I AM WILDCAT
SUBSCRIBE
Lui Calibre

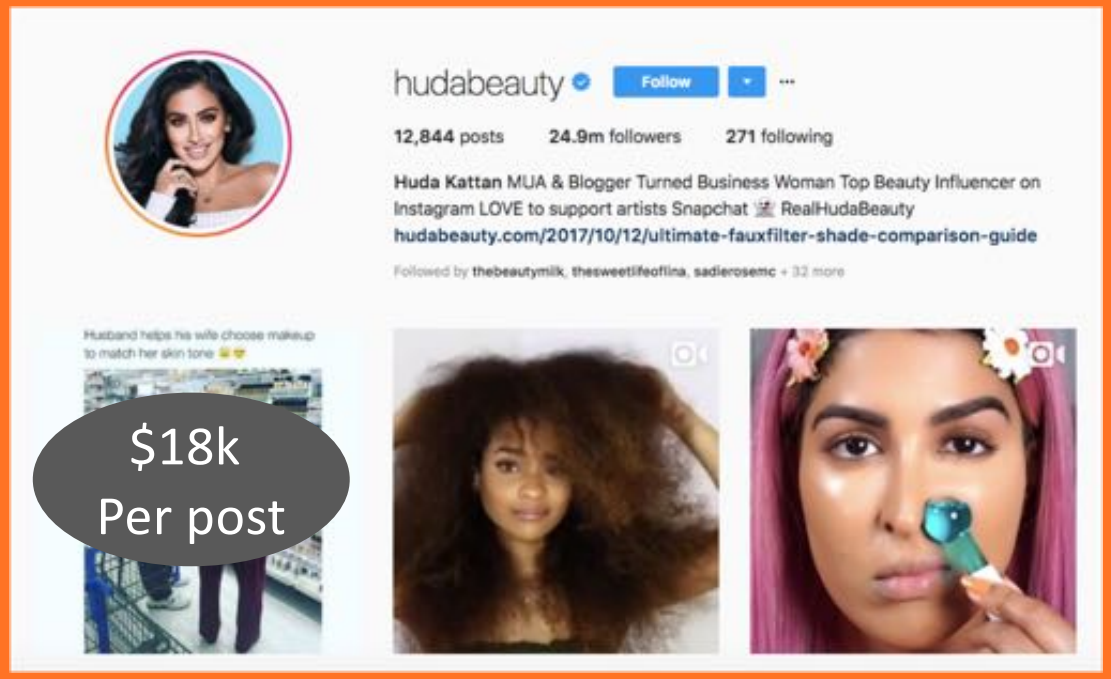

MY NAME IS
TYLER OAKLEY
NEW VIDEOS EVERY WEEK
Tyler Oakley
7,824,191 subscribers
SUBSCRIBE 7.8M
HOME
VIDEOS
PLAYLISTS
COMMUNITY
CHANNELS
ABOUT
100 Things We Did in 2017
PEOPLE I DON'T HATE
PointlessBlog
SUBSCRIBE
Mamrie Hart
SUBSCRIBE
Marcus Butler
SUBSCRIBE
READ MORE
$6m
Income

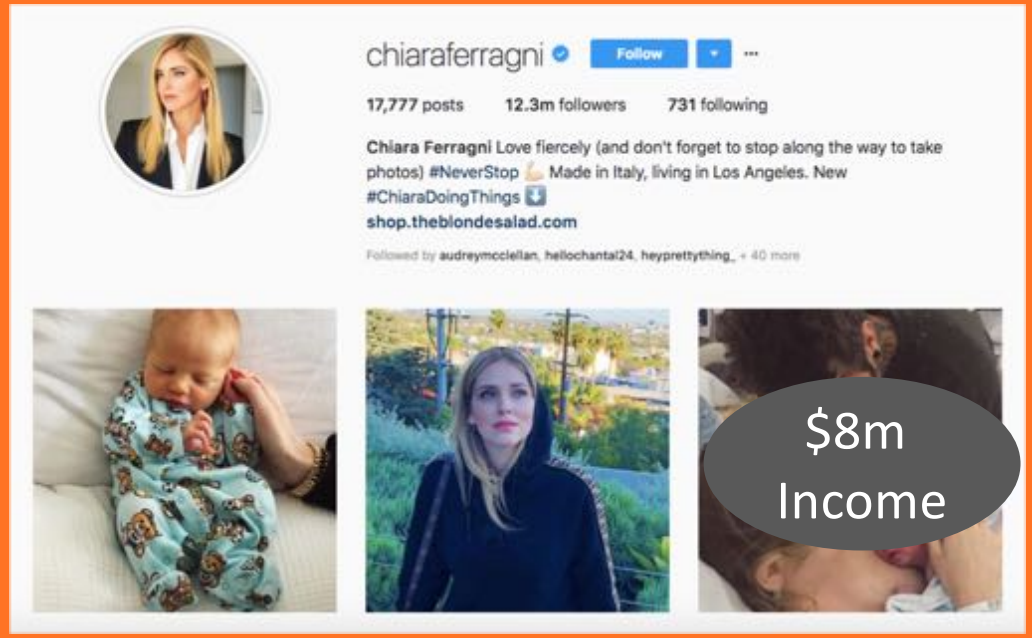

RYAN
TOYS REVIEW
Ryan ToysReview
13,189,433 subscribers
SUBSCRIBE 13M
HOME
VIDEOS
PLAYLISTS
CHANNELS
DISCUSSION
ABOUT
Body Parts Exercise Songs for Chil...
RYAN'S WORLD
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Combo Panda
SUBSCRIBE
LYRICS
READ MORE
$1m
per month

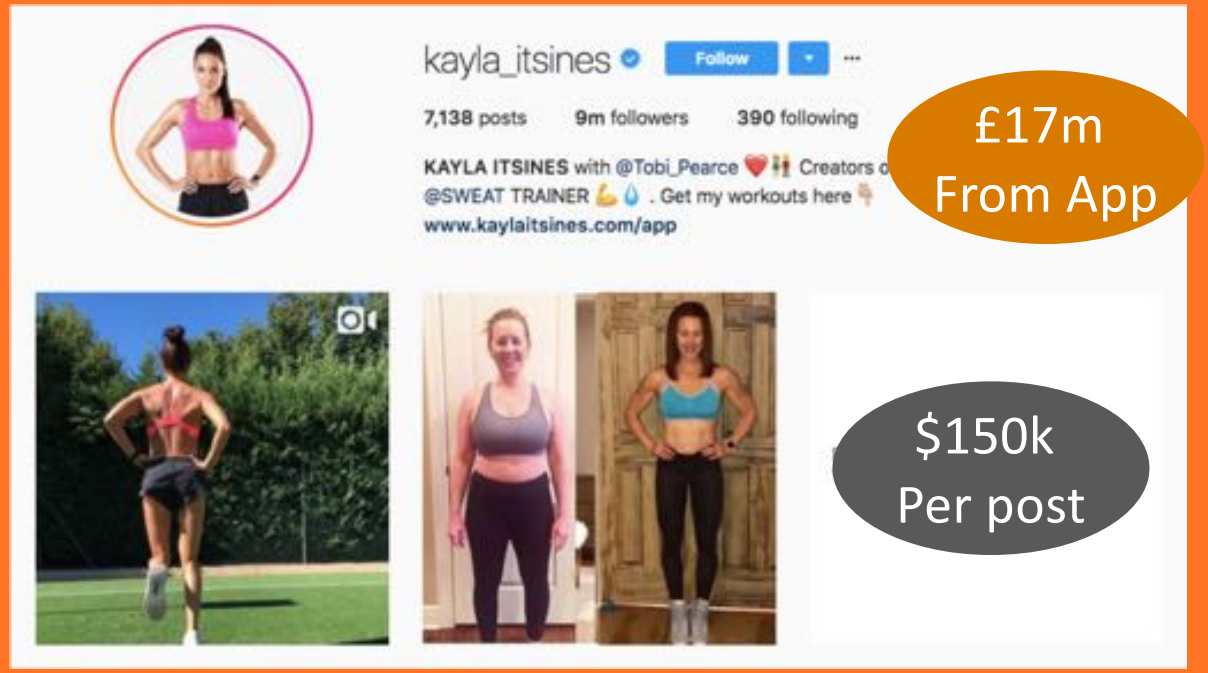

jakepaul
Follow
854 posts
10.7m followers
356 following
Jake Paul •Team 10 @shopteam10 •EntertainMusiComedYoutubEntrepreActor
SPECIAL NEW MERCH SALE (hurry!)
fanjoy.co/jakepaul
Followed by drock, misscaailstarus2017, gregrollett + 3 more
$11.5m
Income
Vine to
Instagram


camerondallas
Follow
459 posts
20.8m followers
443 following
Cameron Dallas snack
Followed by cassiJynne, olgakay, drock + 4 more
$17k
Per post


songofstyle
Follow
8,465 posts
4.7m followers
903 following
Aimee Song [Ah-Mee] rhymes with Mommy 송아인 New York Times Bestselling Author of #CAPTUREYOURSTYLE Forbes 30 Under 30 👇Daily Vlog
www.songofstyle.com/2018/03/rag-bone-blazer-chanel-boots-utah.html
Followed by audreymcclellan, thefitcookie, carly_brower + 62 more
$9k
Per post


hudabeauty
Follow
12,844 posts
24.9m followers
271 following
Huda Kattan MUA & Blogger Turned Business Woman Top Beauty Influencer on Instagram LOVE to support artists Snapchat RealHudaBeauty
hudabeauty.com/2017/10/12/ultimate-fauxfilter-shade-comparison-guide
Followed by thebeautymilk, thesweetlifeoflina, sadierosemc + 32 more
$18k
Per post


chiaraferragni
Follow
17,777 posts
12.3m followers
731 following
Chiara Ferragni Love fiercely (and don't forget to stop along the way to take photos) #NeverStop 💪 Made in Italy, living in Los Angeles. New #ChiaraDoingThings ⬇️
shop.theblondesalad.com
Followed by audreymcclellan, hellochantal24, heyprettything_ + 40 more
$8m
Income


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Follow
7,138 posts
9m followers
390 following
KAYLA ITSINES with @Tobi_Pearce ❤️👫 Creators of @SWEAT TRAINER 💪💧. Get my workouts here 👇
www.kaylaitsines.com/app
£17m
From App
$150k
Per post

DEVELOPING THOUGHT LEADERSHIP

Credibility by Association





Memberships

Networks
Associations
Institutes
Chambers

Events

Conferences
Seminars
Awards
Exhibitions

Influencers

Speakers
Authors
Social Media
High Profile
Organisers

JV Potential

Suppliers
All of the above

Media

Press
Magazines
Blogs
Podcasts
TV
Radio
Webinars

Mastermind




HUMAN
TO
HUMAN
THE NEW
B2B & B2C

Tell Your Stories



2020 Trends

Stories Take Over The Newsfeed

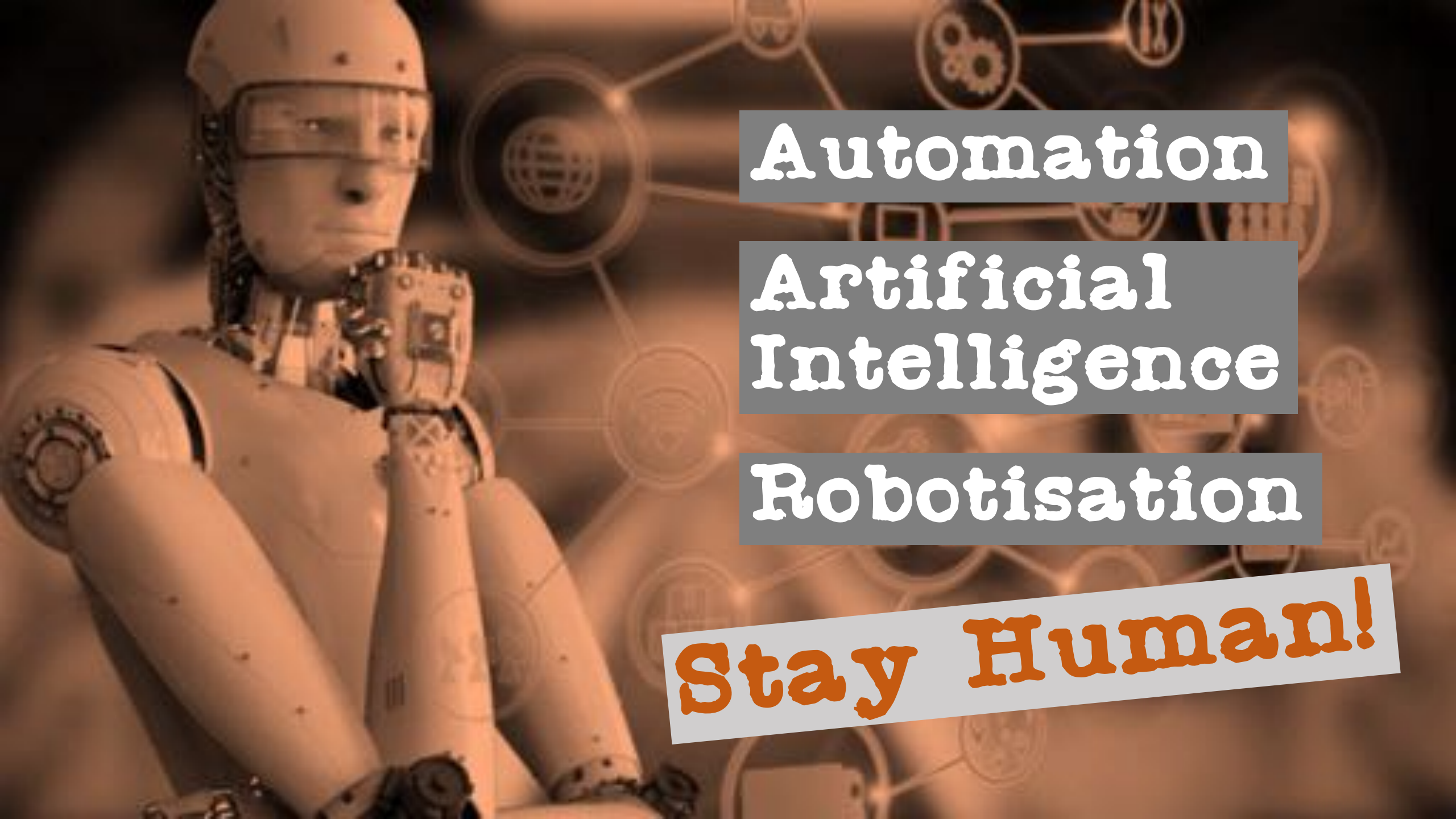

21
22
3208
eurostar

Demonstrate Your



REMEMBER

In an age of...

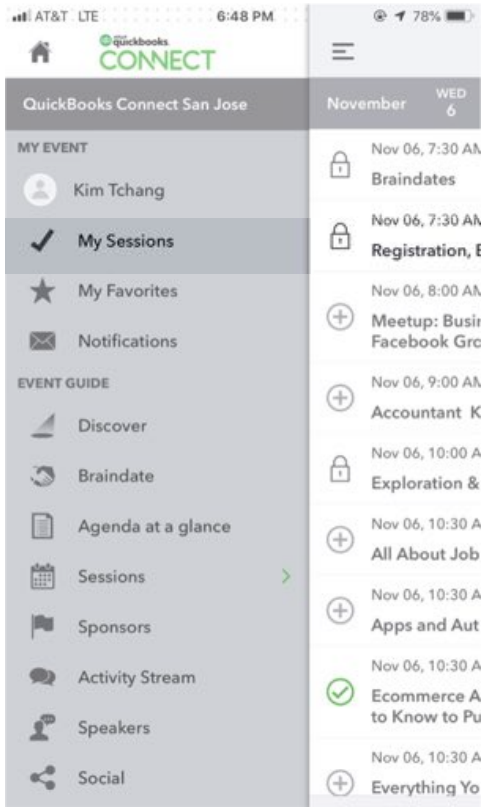

Automation
Artificial Intelligence
Robotisation
Stay Human!

Questions?

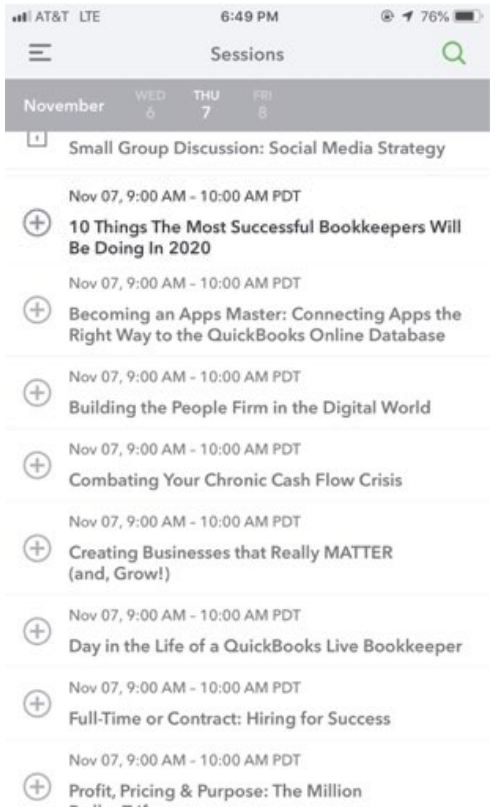
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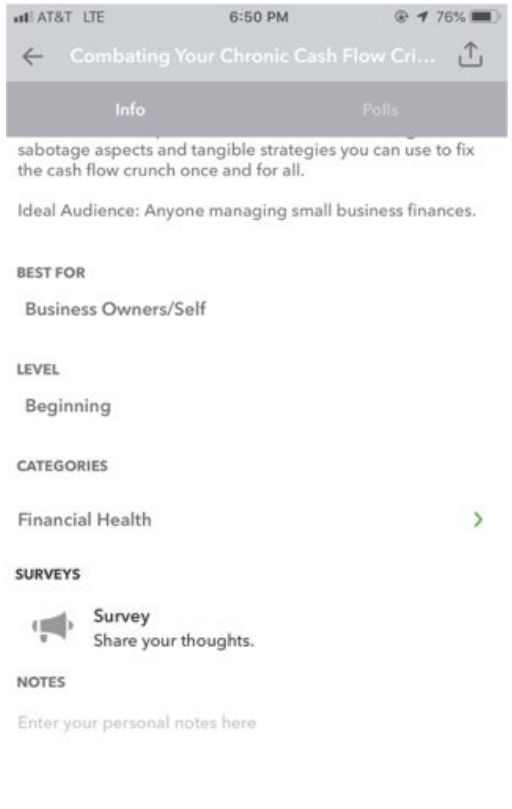
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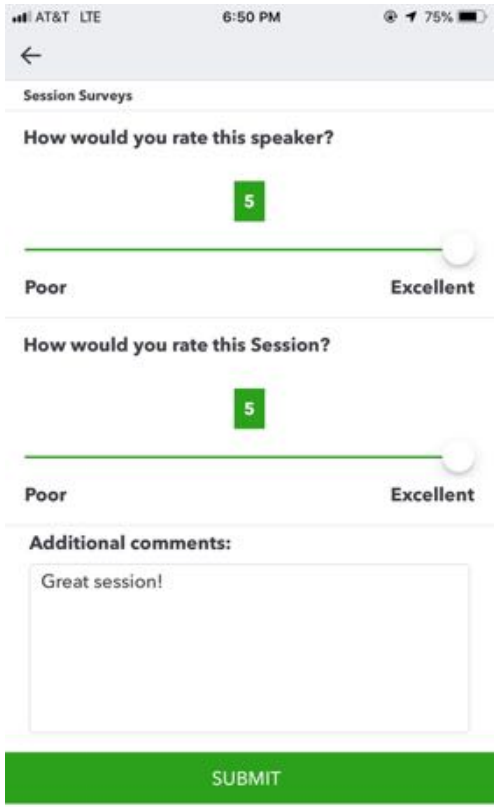
2. Select **Session Title**



3. Select **Survey**



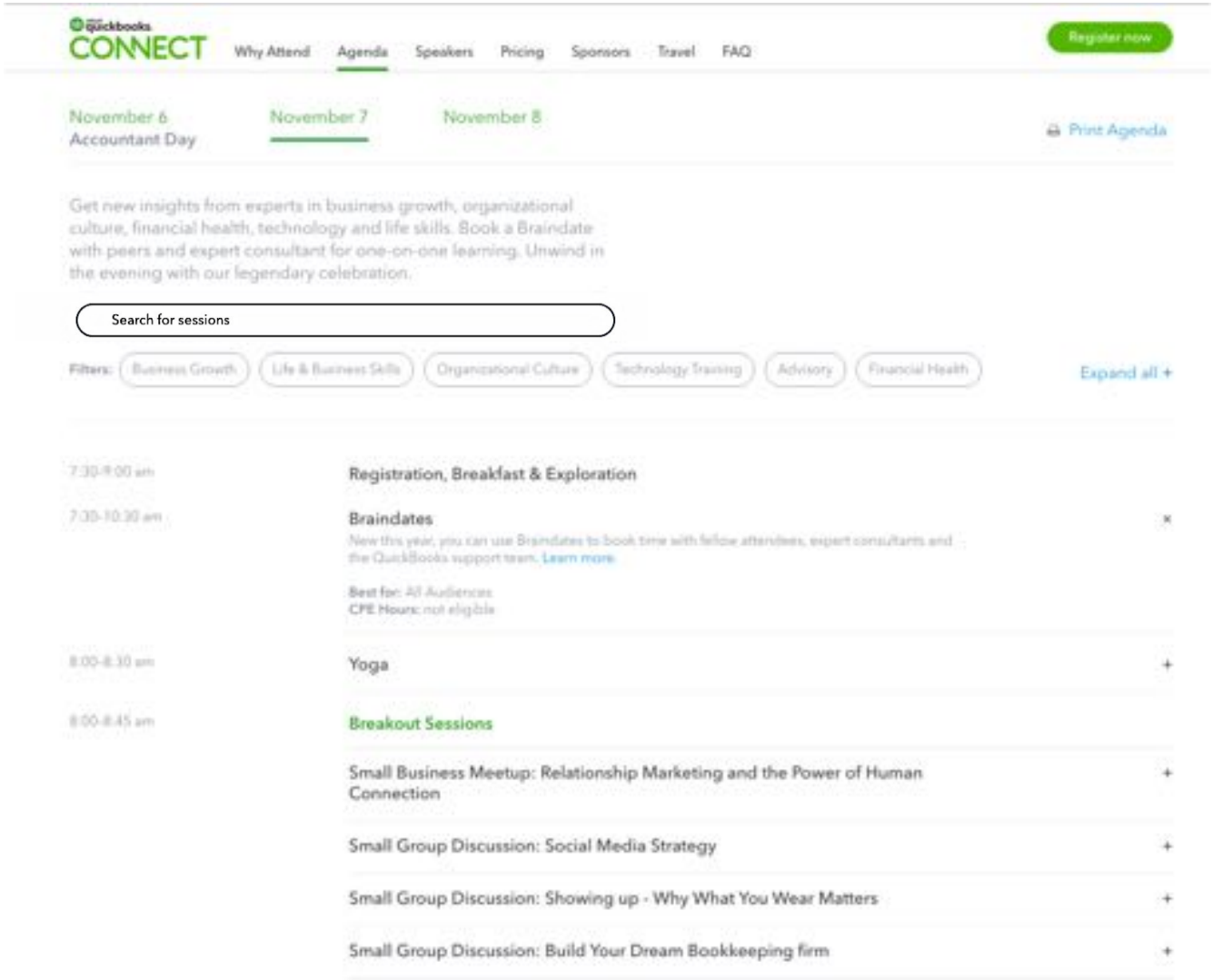
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OWN THE FUTURE