

Bruce Turkel

Bruce helps his audiences understand how to make their brands relevant to their customers and how to differentiate themselves from competitors.



Sincere, entertaining, educational, and a real world way that our team really appreciated. We are beyond pleased!

**Chief Marketing Officer,
Bacardi**

Bruce was the highlight of our meeting! His subject was right on, and through our survey I received great reviews on his presentation.

**COO - InterContinental
Hotels Group**

Bruce Turkel is a sought-after speaker on the subjects of branding, creativity, innovation, and leadership. An accomplished passionate presenter, he gladly shares easy-to-follow, proven steps for building brand value with his audiences.

Bruce has an overarching theme for his talks: it's "all about them." Bruce instructs your audience members to focus on their customers, not their products or services, helping them open their minds and discover their creativity. Drawing from his 30-plus years of ad agency experience, Bruce helps your audiences understand how to make their brands attractive to their customers, as well as how innovation can differentiate them from their competitors.

Bruce is captivating and insightful on stage. His unique presentations combine engaging wit, creative insights, thought-provoking ideas and smoking hot notes on his harmonica.

Satisfied audiences from Bruce's talks at MIT, Harvard, CHRIS and TEDx, and attendees at hundreds of corporate and industry events all agree that Bruce's message, entertainment value, and inspiration stick around long after the session is over. That's when your participants go back to work and think... differently.



my topics...

A Creative Look at How Your Organization Can Use Creativity

The most creative works in human history – every piece of music, every painting, every novel - were all created with the very same tools, notes, colors, and words that we all have access to every single day. Maybe that suggests that there's a new way of looking at the creativity that we can all tap into, enjoy, and benefit from.

Bruce Turkel shares his experience leading a global brand consultancy – and as a world-class musician – to help instill more creativity into your organization. He won't just tell them that they're creative, Bruce will prove it with a fun and interactive exercise that will have everyone in your audience on their feet, tapping into their creative rockstar potential!

Your audiences will learn:

- ▶ Your audience will discover how to remove the intimidation factor from creativity, freeing them up to use this powerful tool daily.
- ▶ Your audience will discover their own creativity even though they might think they can't "draw a straight line" or that they can't sing because they're "tone deaf."
- ▶ Your audience will look at opportunities in a new and exciting way, understanding how they can tap into their own creativity to solve problems.

Know Thyself

Are you answering the questions nobody's asking?

BMW defines itself with a four-word descriptor. Nike, GE and Wal-Mart use three words. Barack Obama and Airbnb use two. 7-Up used one.

Pablo Picasso, Henry Ford, Oscar Wilde, and Andy Warhol baked their definitions directly into their work. Ironically, this current as tomorrow concept can be traced all the way back to the Ancient Greeks, who inscribed "Know Thyself" over the entrance to the Temple of Apollo almost 2,500 years ago.

A clearly defined position is critical to focus entrepreneurial energy, secure investment, motivate and retain employees, and successfully deliver concepts to the market.

After all, if you can't identify your key issue, what exactly are you selling?

Your audiences will learn:

- ▶ How to define an identity to make their businesses more valuable no matter who they are.
- ▶ Why understanding their brand identity is more important than what they sell.
- ▶ What they're doing wrong — without even knowing it — that's hurting their business and costing them money every single day.

Is That All There Is?

How organizations can shift from The Great Resignation to The Great Retention

FORTUNE Magazine says the Great Resignation stunned business owners and employers. Today nearly two-thirds of U.S. workers are looking to change jobs or leave the workforce.

"Researchers have revealed turnover patterns that explain why so many are quitting in droves right now. Employers looking to stop the exodus should pay attention: Much of the onus is on them to give workers better reasons to stay. Research has shown that people tend to quit their jobs after experiencing a turnover shock: a life event that precipitates self-reflection... Shocks can be positive... or negative. Or they can be global catastrophes like COVID-19 that upend every aspect of daily life."

Real estate professionals call these the Seven Ds—Divorce, Downsizing, Disease, Disability, Disaster, Debt,

and Death. Besides the blessings of a larger family or greater income, they are the main reasons people sell their homes and move. They can also be the reasons why people decide to ditch their careers or their lifestyles, especially if you add two more Ds—Dissatisfaction and Disappointment.

Bruce Turkel explored this in his latest book, *Is That All There Is*. Bruce interviewed people who successfully pivoted to understand why, when, and how they changed their lives. His stories will clearly demonstrate how you and your company can move from uncertainty to clarity.

Your audiences will learn:

- ▶ Why workers are leaving their jobs in record numbers.
- ▶ What employers can do to stop the exodus and retain their people.
- ▶ How purpose drives retention in the new world of work.
- ▶ Proven ways to move from uncertainty to clarity in your business and your life.

my topics...

All about them

Less than 10 years ago the key to selling yourself was to promote how great you were. If you didn't blow your horn, who would? And unless you could afford a robust advertising campaign, selling yourself was the only way anyone could learn about you.

Today everything's changed. Today we each carry a thin wafer of silicon and glass that gives us immediate access to all the world's knowledge. And all of your potential clients and customers have access to this same technology. This means they can know everything about you before they even step into your business.

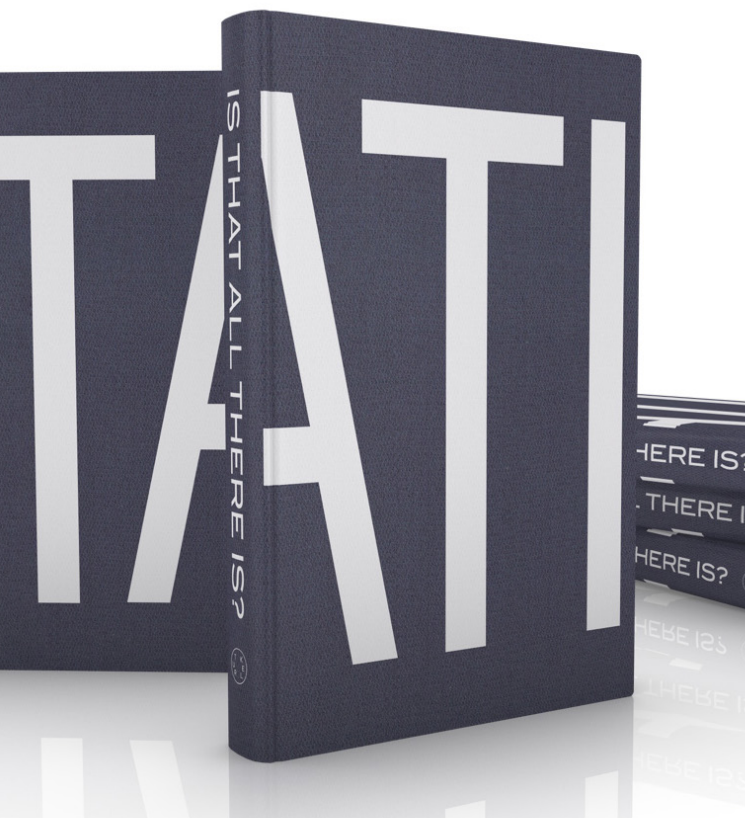
Success today requires you to turn the lens around and focus relentlessly on your customer.

Bruce's wildly entertaining presentation includes fascinating examples from Johann Sebastian Bach to The Wizard of Oz, from Andy Warhol's excess to the Toyota Prius' success, from the history of the Spanish Civil War to headlines ripped right out of today's paper.

Your audiences will be enlightened, entertained, and educated by Bruce's talk. They'll come away thanking you for a great event AND a great plan for their future. And your audiences will learn:

Key takeaways:

- ▶ How to uncover the motivations of today's consumer.
- ▶ The real leadership difference between features and benefits.
- ▶ The critical difference between content and context, and how it can multiply your sales.
- ▶ The special sales secrets that are hidden in plain sight.
- ▶ Why the traditional "Speeds & Feeds" sales strategy does not work anymore.



Is That All There Is?:

What Are You Doing for the rest of Your Life?

Some of us work hard and achieve our dreams. We grow the business, raise and launch our kids, and settle in for the long haul. Some of us have our dreams interrupted - the market changes, a health crisis intervenes, we fail despite our best efforts, we make a mistake, or having reached our destination, we get bored. Whatever our circumstances, we inevitably find ourselves asking, "Is that all there is?"

Bruce's widely-loved commentary and witty observations introduce a collection of engaging interviews with smart people who faced the same questions you are facing and are willing to share their experiences. You'll discover personal stories of their own pivots - career changes, lifestyle shifts, and clever strategies for keeping life's spark glowing. And every one of them are presented with the goal of helping you move forward in your own life.