

# Mike Walsh eVideo Program

Mike Walsh is a futurist and leading authority on the intersection of emerging technologies, consumer behaviour and fast growth markets.

ode  
management



## Keep the Momentum Moving

Changing and creating new habits is process, If you're looking to cement new habits, keep the messages alive months post event, or provide practical tools in a format that's easy to access and share. Mike Walsh has created a series of videos to support you in making sure change happens:

- Facts!**
- ▶ It takes on average 21 days to cement a new habit for an individual or team.
  - ▶ Two days following a presentation, most delegate's recall only 25% of what they heard, diminishing to less than 10% after five days.
  - ▶ 58% of adults prefer to access learning materials online or on their Smart Device.
  - ▶ Video content is more likely to be shared amongst peers and revisited multiple times.

This video program can be either emailed directly to your delegates, shared by Managers, used as a team coaching tool or posted online as part of your intranet or internal learning portal.

### How long do we have access to the program?

You have unlimited access to the videos once they have been received, so participants can revisit the tools as often as is required.

### How many people can be given access?

The price includes delivery of the video files, which can be distribute as you wish to delegates or posted on an internal intranet.

### Can we use the videos in other capacities?

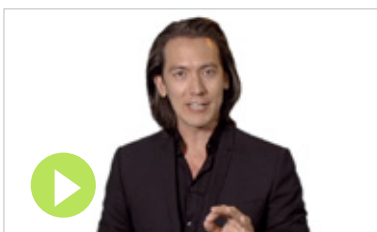
Absolutely, once you have the received the videos they are your tools to use for coaching, staff training or ongoing learning.

**The six part motivation injection covers the key topics of:**

### 1. Do you encourage innovation and uncertain times?

Innovation is not something you should think about only when business is booming and markets look stable. In this video learn about why Mike Walsh thinks the exact opposite and puts to you the ideas of innovating when things are uncertain and business looks cloudy.

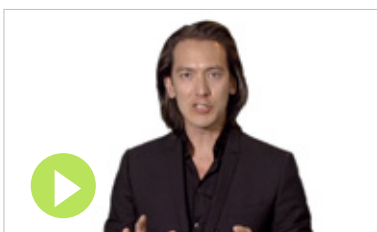
watch  
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### 2. Is your website effective or not?

Perhaps a deceptively simple question? The bench mark to what websites look like now and ten years ago has changed significantly. Mike takes you through the three phases on the way you look at the web and how to turn a new visitor into a lead.

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### 3. How do you get employees to get more involved in innovation?

How do you get your staff to generate more good ideas? Find simple effective ways of doing things better by overcoming four unique challenges discussed in this video.

### 4. Is technology a pain or pleasure point in your company?

Is a visit from the IT department about as exciting as a visit to the dentist? Learn the three C's of cloud based innovation Convenience, Cost & Collaboration. Change your way of looking at IT by moving all your systems online.

### 5. How do you do a better job of creating content for your company?

Why should you be creating content at all? How are you customers finding you on the web? Mike will show you how to create relevant content that's magnetic to bring new customers to you as they are typing things into the web. Outsource, insource and resource.

### 6. What kind of people should you be hiring for the future?

The top performers in your company today are almost certainly not going to be your top performers tomorrow. Is your HR department screening out your future top performers before they even arrive at the interview? D.A.R.C – Digital native, Analytical, Reach & Content.