



TOPIC: The Age of Speed 2 (45 to 90 minutes)

At the core of Poscente's message about embracing speed is the claim that the continued acceleration of business and life is inevitable. If we cannot stop it, perhaps we should consider putting it to work for us. On a mass scale, we have developed a peculiar love-hate relationship with speed: though we want more, faster, now, we have adopted a mindset that speed is corrosive. In effect, we have decided that though we want speed, we do not like it. Poscente turns that perspective upside down and challenges audiences not to resist acceleration, but instead to turn the momentum of its inevitable rush to their advantage.

Vince shares the research he did for his *New York Times* best-selling about how companies and individuals are responding in different ways to the speed of business today.

- Jets - very agile companies that harness the speed of business and turn it to their advantage
- Bottle Rockets - companies that embrace speed, are going fast but are not smart about it
- Zeppelins - companies that resist the speed of business
- Balloons - companies that have chosen to live outside the age of speed – they don't seek it and they don't need to

Unraveling the notion that in today's world we need to slow down, Poscente illustrates why harnessing the power of speed is the ultimate solution for those seeking less stress, less busyness, and more balance.

Who Benefits: Organizations and individuals that are going through major change at a rapid-fire pace will especially benefit from Vince's message.

"Focusing on change alone is a mistake. Let's redirect our focus on embracing the speed in our more-faster-now culture. You don't cope with change...you embrace it. What is critical is the next level...not coping with speed but harnessing it. Execution is not about what to do...it is about how to do it...that's what creates innovative execution." Vince Poscente

Speed Can Be Your Greatest Ally