Influence in a changing world

Warren Cass
Influence in a Changing World

WARRENCASS
Automation
Artificial Intelligence
Robotisation
Stay Human!
Who Am I?
Thank you for having me ;-)
What does Influence mean to you?

Persuasion
Reputation
Authority
Communication
Profile
Easily Found
Network
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.
BITCOIN—
THE WORLD'S BIGGEST BANK, WITH NO ACTUAL CASH.

UBER—
THE WORLD'S LARGEST TAXI COMPANY OWNS NO VEHICLES.

FACEBOOK—
THE WORLD'S MOST POPULAR MEDIA OWNER, CREATES NO CONTENT.

ALIBABA—
THE WORLD'S MOST VALUABLE RETAILER, HAS NO INVENTORY.

AIRBNB—
THE WORLD'S LARGEST ACCOMMODATION PROVIDER, OWNS NO REAL ESTATE.

SOMETHING INTERESTING IS HAPPENING
How Not To Do It!
"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

- Telephone: 75 Years
- Radio: 38 Years
- TV: 13 Years
- iPod: 4 Years
- WWW: 3 Years
- Facebook: 2 Years
- Mobile phones: 3 Months
- Angry Birds: 30 Days
Remember DALLAS
The Future Speaks a Different Language
The Generation Divide
Millennial Attitudes
Millennial Attitudes
2020 Trends

Businesses Prioritize Employee Happiness
2020 Trends
Gig Economy Will Double
Willingness to Work for On-demand Employment Opportunities

- **Millennials**: 63%
- **Gen X**: 59%
- **Boomers**: 44%

Source: Addison Group 2016 Workplace Survey Results, Edelman Intelligence
Millennial Attitudes

Consumerism
Social Proof

tripadvisor®

amazon

LinkedIn

Google Reviews 🌟🌟🌟🌟
2020 Trends

User Reviews Will Be King
Warren Cass
Professional Speaker & Author on INFLUENCE - (persuasion, communication, relationships & reputation)
United Kingdom

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

- 78% would choose to spend money on a desirable experience over a desirable thing (Harris/Eventbrite)
- 78% want to learn something new when they travel (Topdeck Travel)
- 68% begin travel planning online (Expedia)
- 25% think just relaxing on vacation is boring. (Topdeck Travel)
EXPERIENCE ECONOMY

People crave interactions off social media

People are looking for a new perspective
EVERYONE IS CHASING EXPERIENCES
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?
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
- 140 submissions on Reddit
- More than 2,315,000 searches
- 3,125,000 searches on Google
- 243,055 searches on Facebook
- More than 21,000,000 messages sent
- More than 195,000 minutes of audio chatting on WeChat
- More than 70,000 video messages shared
- More than 3,000,000 items are shared
- 972,000 daily swipes on Tinder
- More than 18,000 matches made
- More than 150,000,000 e-mails are sent
- More than 430,000 tweets sent
- 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 2,700,000 video views and 139,000 hours of video watched
- More than 300 hours of video are uploaded
- More than 69,500 hours of video watched on Netflix
- More than 48,000 apps downloaded on iPhone
- More than 95,000 apps downloaded on Android
Where To Play?
Q. Where is the best place to hide a dead body?
2020 Trends

Voice Will Take Over
CONTEXT MATTERS
2020 Trends

More Emphasis on Personalized Customer Service
So where is the value in your business?
Introducing

Vince Myers
Introducing Robert Craven
How good is your business?
The rise of the Influencer
$6m Income

$11.5m Income

Vine to Instagram

$1m per month

$17k Per post
Income

$8m

Per post

$9k

$18k

$150k

$17m

From App
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
Demonstrate Your Values
REMEMBER

In an age of...
Automation
Artificial Intelligence
Robotisation
Stay Human!
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