



Transforming Experts into Thoughtleaders

Ken Lizotte CMC

Long-time thoughtleader Ken Lizotte CMC is CIO (Chief Imaginative Officer) of emerson consulting group inc. (emersongroup). Over the years, Ken has been interviewed by Newsweek, Business Week, Fortune Magazine, CBS-TV, Writer's Digest, and many others. Author of *The Expert's Edge: Become the Go-To Authority People Turn to Every Time* (McGraw Hill, 2008) and four previous books, he is a popular keynote speaker on such topics as becoming a thoughtleader, getting books and articles published, and unlocking creativity, motivation and enthusiasm. Currently on the National Board of Directors of the Institute of Management Consultants USA, Ken holds the desirable CMC (certified management consultant) designation. He is also a seminar leader at Harvard University and co-founder of the National Writers Union.

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Speaking Titles

Thoughtleading: the Art of Separating Yourself from the Pack

What separates the leaders of business competition from all the rest? Those who practice "thought leadership" reach the top and stay there. Ken shows how becoming a thought leader delivers competitive advantages second to none, and how you too can join the ranks of such winners.

Getting Your Ideas Published

Learn to extend your visibility and deepen your credentials with a book or article about your special skills and knowledge. Publishing promotes you and your consulting practice, organizes your thinking and frequently broadens your array of services.

Unlock Your Creativity and Enthusiasm!

In this program, Ken shows how drawing upon one's innate creativity, passion and enthusiasm can advance professional (and personal) objectives.

Balancing Work and Family

Frazzled? Overworked? Stressed? Drawn from material from Ken's book *Balancing Work and Family*, this program helps get attendees into lasting career-personal balance. Includes effective tools and advice for identifying and pursuing desired goals.

Client Services

emersongroup services are guaranteed and include one or all of the following:

- Developing and placing by-lined articles in major publications
- Arranging speaking engagements at important conferences and meetings
- Generating media interviews and free publicity
- Developing original research projects
- Guiding book projects and book promotion campaigns

"Every semester since 1989 I have presented a lecture to college students on leadership in which I define communication this way: 'To master and practice leadership's exchange, read and write, listen and speak.' You could give that part of the lecture with ease. Thanks for a fabulous presentation, Ken."

—Fred W. Green, Chairman
CEO Club of Boston

"Thanks for speaking at the Monday Network last week. Everyone loved you, and found your presentation very motivating. Frankly, I haven't seen them that inspired in a long time. Hope you'll agree to come back again some day."

—Bob Richard, Director
Monday Network

Clients:

- Keane Inc. • The Levinson Institute
- MIT Enterprise Forum • The Arch of Leadership
- The IP law firm of Wolf Greenfield
- Mitretek Healthcare • The Consulting Exchange
- Longfellow Benefits Associates
- Peak Financial Management
- Intertech Engineering Associates