



Wayne Strickland

SPEAKER PROFILE



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Wayne believes leaders fail because they lack competitive intelligence. He feels leading yourself, your team and the market are all linked to a social intelligence that most fail to develop. In order to lead internally and externally in a competitive market, a new level of intelligence beyond data is required.

As a successful Vice President at Hallmark Cards, Wayne has many extraordinary experiences to share that include winning and losing billion dollar contracts. His success and failures have informed his approach to building a competitive culture and market leadership. For almost forty years, Wayne's consumer, retail customer and Consumer Packaged Goods (CPG) industry knowledge have allowed him to lead and sustain Hallmark as one of the world's most powerful brands. Now Wayne shares his competitive leadership philosophies with both large corporate audiences and individual entrepreneurs.

Wayne Strickland graduated from the University of Arkansas with a BSBA and an MBA. He is an avid cyclist, guitar player and singer who hopes to go on tour with a band when he grows up. He holds a black belt in Tai Kwon Do, is a fan of the Kansas City Chiefs and the Kansas City Royals. Wayne lives in Kansas City, Missouri with his wife, Aviva, and cherishes their four children and three grandchildren.

Speaking Topics

Competitive Intelligence

Market Leadership

Culture Development

Effective Team Leading

Cross-Functional Teams

Personal Development

» Why Leaders Fail: Developing Competitive Intelligence

Leaders fail because they lack competitive intelligence. Leading yourself and others in a competitive market requires something more than data. It requires a social intellect to deal with risk, conflict and market pressure. Learn how to design your own leadership philosophy, deconstruct conflict and stay ahead of your competition.

» Lead the Market: Build an Internal Competitive Intelligence Team

Companies don't know what they need to know about their competitors. They make assumptions, see the market through an internal lens and fail to attack competitive opportunity. Learn how to see the market differently by building an internal competitive intelligence team.

» Custom Sessions Available

What competitive problems is your organization facing?