



# Scott Brady

Partner & SVP,  
Future Point of View



/scott-brady-4701652

## Speaker Overview

Scott Brady has over 30 years of sales and operational management experience in a variety of diverse industries. He is always pushing the “technology envelope” in his work and finding new and innovative ways to increase sales and revenue. ScottB, as he goes by in the office, has been with FPOV for over 9 years and contributes to many different areas – consulting, business development, sales, and content development.

Scott B is also passionate about learning and has been instrumental in further developing a Future Point of View invention, Rivers of Information®. This concept was trademarked by FPOV a several years ago and improvements are continually made.

### **His topics for speeches include:**

1. Digital Wellbeing
2. Rivers of Information®
3. Cybersecurity 101
4. High Beam Strategy



# Scott Brady

Partner & SVP,  
Future Point of View

 /scott-brady-4701652

## Digital Wellbeing:

### What Contributes to your Digital Un-wellbeing and how do we fix it?

The definition of digital wellness is the ability to find the balance where technology serves you and moves you towards our goals, rather than distracting us. It's the pursuit of an intentional, conscious use of technology at work and in your personal life.

Regarding our daily lives, we are consistently being pulled to various devices, sitting in front of screens all day, and receiving notifications at a higher rate than ever before. The world is at our fingers, but our minds are being hardwired, never to shut off and live for the next ping.

### Best Audience

Any level at an organization – from employee, manager, Sr. Leadership, C-Suite, or Board of Directors. Digital wellbeing is important for all of us.

### Customizable Meter (1-10)

This content is a nine (9) on the customizable meter. ScottB can adapt the content to match the level of the audience and/or to the industry of the organization.

### Best Format/Placing in a Conference

This is an extremely versatile topic. It can be a speech, breakout session, or an interactive workshop. This is such an important topic today, so no matter where you put this session in the conference, it's always one of the most popular on the schedule. This can be 30 minutes to 90 minutes in length.

### Notes for the Meeting Planner

Digital wellbeing is a "huge" problem in the world today. The pandemic forced us to work at home and spend hours a day in front of screens. Human weren't built that way. This session can be leveraged in several different ways including from a work perspective, a personal perspective, or both. It can be highly interactive no matter what the size of audience.

### Learning Objectives:

- What does it mean to be digitally well?
- How do we adapt to the technology demands at work and at home?
- How do we adopt better methods to heal our brains and become higher functioning leaders?
- How do we set boundaries

**"Most people think digital wellbeing is disconnecting from technology - it's much more than that."**



# Scott Brady

Partner & SVP,  
Future Point of View

 /scott-brady-4701652

## Rivers of Information®

### How to Improve Your Organization's Industry IQ and Implement a Continuous Learning Culture

Every organization needs to keep up with industry trends. No better way than through Rivers of information®. In a knowledge economy, the smartest teams win. Somewhere along the line, many people skip the step it takes to build their unique system for finding valuable information sources and filtering this information into their brains. We all have taken a few minutes here and there to build smaller streams of information, but most have not opened the Building Rivers of Information floodgates of what is possible. That is what this process is all about.

#### Best Audience

Any level at an organization – from employee, manager, Sr. Leadership, C-Suite, or Board of Directors. Rivers can help anyone on any topic they need to learn.

#### Customizable Meter (1-10)

This content is a nine (9) on the customizable meter. ScottB can adapt the content to match the level of the audience and/or to the industry of the organization.

### Best Format/Placing in a Conference

This is an extremely versatile topic. It can be a speech, breakout session, or an interactive workshop. It is great as a closing session that sends people home inspired and with a list of learning improvements that can be implemented the very next day. This can be 30 minutes to 120 minutes in length.

#### Notes for the Meeting Planner

The Internet provides an awesome quantity of information, observations, and opinions on a daily basis. Developing an ability to digest and redistribute valuable pieces from this massive flow creates an advantage in the traditional marketplace. Multiply this info-gathering method times all the people in your workforce and you will have a distinct advantage on the competition. This topic is a blend of content that helps individuals and the organization. It can be geared to lean in either direction or be a 50/50 for the target audience.

#### Learning Objectives:


- Learn how to setup topics during the session into your Rivers of Information®
- Learn techniques to have an automated, continuous flow of information from the internet on topics you need to learn
- Learn new sources of information for your industry that can be implemented into your Rivers of Information

**"One of the most important skills you can have in today's world is an effective process for self-learning - we have a great process."**



# Scott Brady

Partner & SVP,  
Future Point of View

 /scott-brady-4701652

## Cybersecurity 101

### **Teach your Employees and Executives Tips & Techniques to be Safe Online to Protect the Organization.**

Just read the headlines; if cybersecurity is not a priority inside your organization, you need to make it a priority. This speech could be a good place to start. It is designed to teach your team how to avoid cyber-attacks and stay safe online. We will highlight common vulnerabilities, processes to mitigate these vulnerabilities, as well as advice on how to secure your network and stay safe online. Your team members, like it or not, are your greatest asset or weakness in cyberspace. Education is the best way to make them an asset.

### **Best Audience**

Any level at an organization – from employee, manager, Sr. Leadership, C-Suite, or Board of Directors. Cybersecurity education is very important for anyone in the organization.

### **Customizable Meter (1-10)**

This content is an eight (8) on the customizable meter. ScottB can turn the content into any type of session needed – keynote, breakout, and/or workshop. Attendees will come away with a better understanding of how to keep themselves and the organization safe online.

### **Best Format/Placing in a Conference**

This is an extremely versatile and popular topic. It can be a speech, breakout session, or an interactive workshop. No matter where you put this session in the conference, it's always one of the most popular on the schedule. This can be 30 minutes to 60 minutes in length.

### **Notes for the Meeting Planner**

If you are trying to have a very relevant and up-to-date topic at your next event, this one fits the bill. Content is updated almost daily from the news headlines and is a very versatile session as it can be used in numerous ways. The content can also be skewed to ideas to help an organization or individuals in their personal lives.

### **Learning Objectives**

- Who are the bad guys?
- Attendees will understand how to recognize and avoid common threats
- What is social engineering, spear phishing, and whaling attacks?
- What is the dark web and what do I need to know about it?
- How can I stay safer online?

**"We all know the dangers, but how do we effectively communicate this to our employees. Over 80% of all breaches are done with some sort of phishing."**



# Scott Brady

Partner & SVP,  
Future Point of View

 /scott-brady-4701652

## High Beam Leadership & Strategy

**High Beam leadership requires developing a strategy that builds on the ability to spot trends & react.**

Leadership teams need the ability to accurately see the industry future in order to make sure the organization is still relevant in 3-5 years by making the right technology choices. In these times of high-velocity change, leaders need to see into the future to avoid miscalculations. Just like high-speed drivers, today's leaders must use a "high beam" strategy to maximize their performance. This strategy allows leaders to see the road ahead accurately and make sound decisions regarding their organization's future.

### **Best Audience**

This is usually best for Sr. Leadership, C-Suite, or Board of Directors.

### **Customizable Meter (1-10)**

This content is a seven (6) on the customizable meter. ScottB will teach leaders FPOV's High Beam Leadership approach and how it can be adopted within the organization. Attendees will come away with a list of action items and a plan to take back to their organization.

**"Does your organization do annual goal planning? 85% of all companies say they do, but most are ineffective. Are you looking ahead far enough and at the right indicators?"**

### **Best Format/Placing in a Conference**

This can be placed anywhere in a conference but works well as an opening or closing session. If your conference has a theme about the future, then this is perfect for an opening or closing session. The process can be taught in a workshop format also. This can be 45 minutes to 120 minutes in length.

### **Notes for the Meeting Planner**

Prepare for a glimpse into the future. Leaders need to have vision, especially in a high-velocity world. We call this High Beam Leadership. This vision can be used to not only anticipate changes in the market but also, to grab market share from competitors. This course will show you how to foresee the shifts in innovation that will impact your organization and industry, how to prepare for these shifts, and how to use them in an advantageous way. We will teach you how you can apply high beam to your business strategy to put you on the leading edge. We will also consider your team, its willingness to integrate technology into practice, and offer you tips to improve your culture.

### **Learning Objectives**

- Learn the process of how to Identify Trends – Forecast trends in your industry that will be impactful
- Learn how to create a View of the Future – Build an illustration of what the future will look like in your industry
- Understand the concept of Rivers of Information® and work to form a river
- Creating an Action Plan – Create a blueprint on how to guide your organization into this future and seize opportunities for growth