



Scott McKain

His calling is business. His passion is the platform.

Capturing the ideas that created three Amazon.com #1 business bestsellers, Scott McKain presents cutting-edge ideas with razor-sharp clarity for audiences around the world.

Scott McKain's latest book, "Collapse of Distinction: Stand Out and Move Up While Your Competition Fails" was named one of the "Ten Best Business Books" of the year by the Miami Herald, Sacramento Bee, and numerous other major publications.

His previous books, "ALL Business is Show Business" and "What Customers REALLY Want" take a groundbreaking approach to assist organizations and professionals deliver what Scott calls the "Ultimate Customer Experience ®."

He is also the Co-founder and Principal of The Value Added Institute, a think-tank that examines the role of the customer experience in creating significant advances in the level of client loyalty. He has been honored with induction into the "Professional Speakers Hall of Fame" -- and is a member of the "Speakers Roundtable," an elite group of twenty business speakers considered by many to be among the best in the world.

He has served on the Board of Directors of the National Safety Council and the National Speakers Association. He has been named as a "Hoosier Hero" in his home state because of his commitment to youth and philanthropy.

Scott McKain has made several appearances on FOX News Network as an Analyst and Commentator. His platform presentations have run the gamut from the White House lawn with the President in the audience carried live on CNN and NBC's "Today" show...to a remote outpost near the Amazon...all 50 states, seven Canadian provinces...and from Singapore to Sweden...Mexico to Morocco.

From a one-hour keynote and full-day intensive seminars -- to consulting and live online events -- many leading organizations seek Scott McKain to provide the critical education and insight that changes behavior and grows organizations AND people.

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