



Scott McKain - Short Biography

Scott McKain formerly served as Vice Chairman of a dynamic holding company that was named one of the "fastest growing companies" in America. 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.

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Capturing the ideas that formed one of America's "fastest growing companies" (according to a nationally-respected business publication), Scott McKain has authored two bestselling business books. "ALL Business is Show Business" reached the #1 spot on Amazon.com's list of business bestsellers and was released globally in several languages. "What Customers REALLY Want," is Scott's personal bestselling work and received rave reviews and top charts rankings. Its groundbreaking examination of the "Six Major Disconnections between Customers and Organizations" has made a significant impact in the manner in which companies approach their client and prospect bases.

Scott's new book, "Collapse of Distinction", takes a revolutionary approach in clearly showing how organizations and individual professionals create differentiation in the market -- and has already been called by one reviewer as "one of the most important business books" in recent history.

Scott McKain recently 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 breakout sessions -- 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.

