

# 2024 SEMINAR TOPICS

## PRESENTED BY: ZACK TOMLIN, PINNACLE BUSINESS GUIDE



Zack is a professional engineer and former business owner of 12 years. He now uses that experience along with the Pinnacle Business Operating System to help other business owners answer the most challenging questions in business.

- How do we attract, retain, and engage great people?
- How do we outperform the competition?
- How can we be more profitable?
- And most importantly, how do we get everyone in the organization aligned and working towards the same goal?



Below is a list of topics Zack can present as a keynote speech, breakout session talk or in webinar format. Zack has spent his entire career explaining complex and technical topics to general audiences in a way that is informative, engaging, and entertaining.



Presentations typically given at no cost in exchange for promotional opportunities and any travel expenses.

### **“Throw the Stick” - The Motivation Game**

When the end is no where in sight, motivation to forge ahead is often fleeting. In this presentation we look at the science of motivation, what keeps humans engaged, and practical ways to stay motivated when tackling long duration (or never ending) tasks. Drawing from the findings of casino game designers, primate studies, basic psychology and project management principles; The information provided will have attendees leaving with new ideas on how to keep both themselves and their teams motivated even when the path to the pinnacle is long and winding.

### **Systems & Procedures - Roadmaps to Heaven or Hell**

It sounds simple enough. Decide the “right” way to do a task, document it, and others will follow. Wrong! There’s a fundamental problem here. People aren’t machines. A computer will follow a line of code or an algorithm to the perfection, but expect the same from humans at your peril. In this presentation we look at the fundamental definition of good systems and how they share one or more of four key characteristics. As well, we look at lessons learned from the fields of product design and behavior design to reach the ultimate goal. Make it easier to do things the right way than the wrong way.

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## **Your Brain Isn't Ready for This**

Our heart, muscles, and lungs may have something to say about how quickly we can run a 5K or keep up with our kids on the playground; But just what dictates the performance of workers in a knowledge & service economy? Think the brain is important? You bet. In this presentation we look at the 3lb control center we all carry around, the bombardment of information it receives everyday, the consequences, and practical advice for how we can keep our brains running optimally in the digital age. Attendees will be surprised to see how a few small changes can make a big difference in their brain's performance.

## **Crystal Balls & Excel Models - Predicting the Future**

When to hire? Where to open a new branch office? Bring which product to market? The list goes on and on of difficult questions that would be no-brainers if we could only know the future. Unfortunately we can't, but we can give it our best guess. In this presentation we take a look at the progression of prediction methods over time; From the casting lots of antiquity to more recent agent-based modeling of complex adaptive systems. Attendees will be exposed to a number of common prediction methods and leave with an understanding of which may be suited to their next forecasting challenge.

## **Harnessing Energy - The Heart of Every Business**

Every business does work of some kind. Work, by definition, requires energy. So where does the energy for your business come from? It all lies with your people. The best businesses figure out how to harness that energy and use it to propel their business forward. In this presentation we look at what it means to get everyone aligned and "rowing in the same direction". To do that we look at answering three fundamental questions. What is the right direction? What do people want to do? and What can people do? Attendees will likely come to realize they already know more than they thought about human motivation.

## **Humans - Making Sense of the World Around You**

If an organization has 10 problems, there's a good chance 9 of them revolve around people. Business leaders are inundated with personality tests, management best practices, leadership workshops, and LinkedIn influencers; Yet they are still left wanting in their abilities to understand people and solve their personnel problems. In this presentation we take a step back and look at humans on a fundamental level. How we got to now, what we all share, and how conflict is most often a matter of perception. Attendees will gain a fundamental framework for navigating their people challenges, inside and outside the office.

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## **Your Organization - Modern Metropolis or Savage Wilderness?**

A date with your spouse, a funeral, a child's birthday party, a job interview, a Friday night football game. We all take cues from our situation and circumstances to determine our appropriate behavior; But who determines what is appropriate? For better or worse, our society. In this presentation we ask the question, what is the society of your organization? A society is shaped by history, narratives, practicality, leaders, laws and shared values & ideals. Attendees will learn how the society of their business is no different. That by being intentional they can influence how their staff goes about work life for the better.

## **Employee Coaching, Just Give a Damn**

In all organizations an employee has a boss. In good organizations an employee has a leader. In great organizations an employee has an advocate for their success. Unfortunately the latter is far too uncommon and everyone is worse off because of it (except the competition). In this presentation we look at the most common mistake companies make in the "mentor" process, and how the greatest attribute a coach can have is simply wanting the other person to succeed. Attendees will be entertained by examples from history's greatest coaches while also gaining an understanding of what coaching practices are most effective and why.

## **Stay Smarter Than a Computer. There's no "I" in "AI".**

*"Does Machine Replace Men in the Long Run?" - New York Times Feb. 25, 1940.*

The worry of technology making our jobs obsolete is nothing new, but with the "growth" of "AI" the narrative has been renewed. This presentation takes a more skeptical look at "AI" and why, in many ways, humans still have (and may always have) the edge over computers. Attendees will gain a knowledge of the types of "AI", their history, and best use cases; But also the types of work that humans are much better suited to, and what skills they can improve to ensure they remain smarter than a computer.

**Interested but don't see exactly  
what you're looking for?**

*Reach out to me at the contact information  
below. I'd be glad to brainstorm additional topics  
to better fit your needs.*

