

# Competitive Collaboration

*Shift your thinking, drive your profits*



**DELIVERY:** 30-60 minute keynote

## SUMMARY

The business landscape has changed, and organizations and their employees must learn to adapt in order to survive and thrive. The secret to dramatically increased productivity, profitability, and sales acquisition requires leaving behind your outdated ideas of dog-eat-dog competition and turning instead to the high-yield powers of collaboration. Drawing from a decade of experience forging unusual but highly profitable partnerships, Matthew leads participants to break free of stagnating group think and embrace a mindset of cooperation. Audiences will transform their traditional silo focus, and be emboldened to seize creative and lucrative business opportunities through interdepartmental and external collaboration.



## STRUCTURE

Using real-world examples of unexpected but lucrative partnerships among rival corporations, associations, government organizations, agencies, and more, Matthew turns the traditional view of competition on its head, demonstrating why, in the 21st century, collaboration is the new black. Participants will learn exactly why there are enough customers and opportunities to go around, no matter your industry, and how to create profitable and inventive partnerships:

- 1. A story of unexpected collaboration:** Learn how Matthew united seemingly competitive groups to create Small Business Festival, now in its third year, listed by Inc. as the #3 business conference in the nation for small business
- 2. The mindset of abundance and sharing:** When you give big, you get big rewards. Shift your thinking from “What’s in it for us?” to “How do we all win?” and watch the magic happen
- 3. The tools of the collaborator:** From choosing partners to determining goals, learn how to get started, and exactly what to do to drive even the most uncommon partnerships to success

## TARGET AUDIENCE

The session is for leadership teams, senior managers, non-profits, associations, and government organizations looking for a profitable new take on stale notions of competition. Ideal for multinational conglomerates interested in “un-silo-ing,” government agencies seeking greater impact at drastically reduced costs, non-profits wanting to further their cause and obtain more funding in the process, and small business associations looking to help their members scale through partnerships.

## KEY TAKEAWAYS ★

- Put an end to costly and unproductive interdepartmental opposition
- Discover a unique way of looking at the internal and external competitive landscape
- Develop an understanding of exactly how to bring up and broker unusual partnerships that drive bottom line growth
- Achieve a new outlook on sales
- Learn the secret to maintaining win-win collaboration with skeptical competitors

## TOPIC AUTHORITY

- Engineered partnerships among highly competitive corporations, government agencies, small business owners, educational facilities, coworking spaces, community lenders, Chambers, and individual speakers to create and direct the annual Small Business Festival, listed by Inc. as the #3 business conference in the nation for small business.
- Recipient of four government proclamations for his work in creating partnerships among diverse stakeholders
- Praised as “the real deal” by Forbes

## CLIENTS INCLUDE

Google fiber



Microsoft

Electrolux



ORACLE®



PeopleFund



Colliers INTERNATIONAL



*At the Sales 2.0 conference in Philly I heard Matthew Pollard for the first time. No wonder he's been so successful! His talk was filled with valuable, useful ideas and his delivery was highly motivating. Bravo!*



JIM CATHCART

SPEAKER AND AUTHOR, GOLDEN GAVEL AWARD 2001 - THE CAVETT AWARD 1993 - SPEAKER HALL OF FAME 1985 - LEGENDS OF SPEAKING 2008 - PRESIDENT OF THE NATIONAL SPEAKERS ASSOCIATION 1988-89

## ABOUT MATTHEW

Young, energetic, contemporary, relatable, a powerhouse of differentiation, an expert in niche marketing, and a master sales systemization coach, Matthew is passionate about helping organizations thrive and succeed. With five multimillion-dollar business success stories to his name, all before the age of thirty, his achievements are reflected in the value and credibility he brings to every presentation.

Matthew is not a theorist; his methods come from hands on, real-world experience. With over 3500 business transformations and counting, Matthew provides instantly-actionable strategies that make a real and lasting difference to audiences. Whether you're a multinational conglomerate providing complex solutions to Fortune 500 companies, or a small business association working to give your members an edge over the competition, Matthew provides an uncomplicated blueprint for growth and success.

Matthew's meteoric rise against all odds – and his honesty in sharing his personal challenges – creates an inspirational atmosphere of possibility and belief. Participants walk out of his presentations thinking, "If he can do it, so can I"… and with a complete understanding of the exact steps to follow to skyrocket their success.

And when it comes to understanding what makes a speaker truly stand out, Matthew gets it. As Founder and Executive Director of Small Business Festival, ranked as INC's #3 conference in America for small business, he is annually responsible for organizing hundreds of speakers for thousands of attendees. He knows what it takes to motivate and inspire an audience, provide an amazing experience, and deliver long-lasting ROI.

Matthew is an internationally award-winning blogger and contributor to CEO, Entrepreneur, and Top Sales World Magazine. He is a recurring guest on FOX and NBC, and has appeared on top-rated podcasts including Entrepreneur on Fire and Eventual Millionaire. He's the author of the bestseller *The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone*, endorsed by Neil Patel, Brian Tracy, Mark Roberge of Harvard, Derek Lidow of Princeton, and dozens more.

If you're looking for a keynote speaker with an edge, who provides absolute return on investment, who will assist your organization in achieving unprecedented results, Matthew Pollard is your Rapid Growth® Guy!



I'D LOVE TO HEAR FROM YOU!

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Thanks for your interest and for taking the time to see what I have to offer.  
I'd love to hear more about your event and how I can help make it a success!

*Matthew Pollard*