

2017 FEI Summit: A Quick Look

Held in Anaheim, CA at the end of April, this year's Financial Executives International (FEI) Summit focused on "Innovative Management: Leading Change Beyond Finance," and covered a wide range of topics, including Artificial Intelligence and the new Revenue Recognition and Lease standards. Each session had three main themes: Innovation, Adaptation, and Collaboration.

Below is a recap of several of the FEI Summit keynote speakers and their presentations.

Guy Kawasaki: *The Art of Disruption*

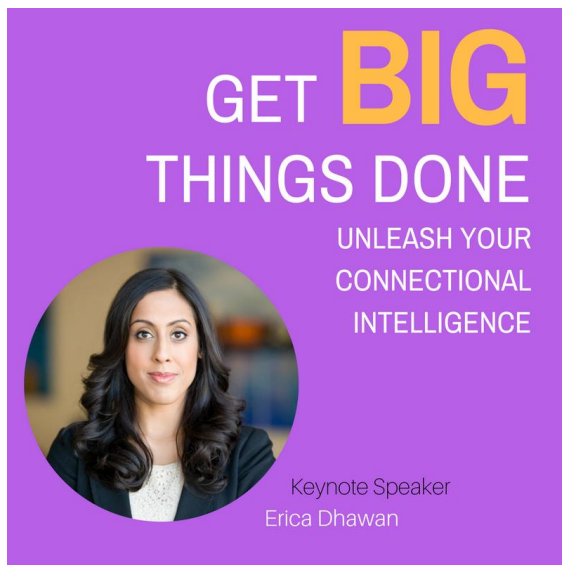
Guy, a speaker and author who specializes in marketing, serves as the Chief Evangelist of Canva, an online graphic design tool. He opened the conference with a presentation he titled "The Art of Disruption."

He discussed the art of innovation disruption and how a company can remain relevant through 11 different ways of thinking:

1. **Make a Meaning:** What is the meaning behind your company?
2. **Make a Mantra:** Why does your company exist?
3. **Jump to the Next Curve:** Discover when your company best innovates
4. **Don't Worry, Be Crappy:** Don't be afraid to fail
5. **Role the DICEE**
 - a. **Deep:** It doesn't run out of features and functionalities after a few weeks of use
 - b. **Indulgent:** A great product is a luxury, it makes you feel special when you use it
 - c. **Complete:** The support system around the product is as good as the product
 - d. **Elegant:** The product has an elegant user interface
 - e. **Emotive:** A great product compels you to tell other people about it
6. **Bake, Don't Eat:** There are two kind of people, eaters and bakers. Eaters think the world is a zero-sum game: what someone else eats, they cannot eat. Bakers don't see the world as a zero-sum game because they can bake more and bigger pies.
7. **Let 100 Flowers Blossom:** Unintended customers are using your products, let them
8. **Churn, Baby, Churn:** Things will continue to evolve over time
9. **Unique and Valuable Graph:** All companies' success is based on a graph where the X-axis measures value and the Y-axis measures uniqueness
10. **Perfect Your Pitch:** Use the PowerPoint rule of 10 slides, 20 minutes, and 30 point font on a black background...everyone will see you as PowerPoint ninja!
11. **Don't Let the Bozos Grind You Down:** "Bozosity" is like the flu, you need a little bit so you don't get infected



Guy's list of 11 ways of thinking were all about disrupting the status quo and staying ahead of others around you: continuous evolution is necessary to stay relevant.



Erica Dhawan: Get Big Things Done: Unleash Your Connectional Intelligence

Erica is the CEO and Founder of Cotential, a global consultancy company that helps organizations transform by delivering collaboration across teams, business units, customers, and other stakeholders. She kicked off the second day of FEI Summit with her presentation, which was called “Get Big Things Done: Unleash Your Connectional Intelligence.”

During her talk, Erica discussed how collaboration is a challenge, despite the fact that often find ourselves overloaded with communications. To have a successful team, it's vital that a combination of the three connectional intelligence types — the thinkers, the enablers, and the connection executors — exists. She suggested that if you need to identify which of

these types your team members are so you can supplement them, you need to look at their networks.

Professionals who have strong internal and external networks are more likely to perform better than those who don't. In fact, Erica shared that “a third of a company's productivity often comes from only three percent of its employees.” The people in that three percent are typically the ones with the strongest networks. Cotential has an algorithm that can measure someone's connectional intelligence based on factors like number of meetings, calls, and emails they send (among other considerations). Some of the biggest takeaways from her presentation were: how important it is to build collaboration communities, provide training to employees so they can become better connectors, and continually measure your effectiveness to adapt as your company grows.

Sekou Andrews: DIY Innovation

Sekou is known as a “Poetic Voice,” a new type of speaker and artist who fuses inspiration speaking with spoken word poetry, strategic storytelling, theater and comedy. Sekou closed out the FEI Summit with his “DIY Innovation” performance.

He spoke of how people must be disruptors to stay cutting-edge and relevant. At one point, he asked the audience if they had ever asked themselves “Why didn't I think of that?” There was an overwhelming consensus that many had indeed thought that before. Sekou suggested that the difference between someone who is a disrupter of themselves and



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someone who isn't is simply changing that question to "Why did I think LIKE that?"

During his presentation, he encouraged everyone to think differently and shared that you can stay relevant and captivating by intentionally preventing others from getting ahead of you and by keeping them engaged. And the trick to this? Not being afraid to fail. You can't blaze a trail if you aren't willing to make mistakes. Those who have the best stories to tell are those with the most scars. In short, the difference between a trailblazer and someone who falls short is thinking differently and staying ahead of others.

Sekou captivated the audience with his "rap, speech, word, poem thingy," which left everyone thinking about how they could get comfortable being uncomfortable. And at the very end of his presentation, he posited this thought: instead of focusing on the traditional meaning of ROI (Return on Investment), why not focus on your **Return on Inspiration!**

Final Thoughts

All of the FEI keynote speakers asked attendees to consider the idea of change. It may be changing the way you market yourself or your company, or changing the way you utilize your teams to the fullest, or changing the way you differentiate yourself based on how you think about the world.

At Siegfried, we feel strongly about being able to change so we can grow. And whenever we work towards change, we have our higher purpose in mind: We help **People** become better **Leaders** to *exponentially* improve their **Lives!**

The logo for Siegfried, featuring the name "Siegfried" in a green, cursive script font with a trademark symbol (TM) at the end.