



DAVID NOUR

**KEYNOTE**

OVERVIEW

NOURGROUP

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# 01 Strategic Relationships

## More Than a “Soft Skill”

You'll never think about business relationships the same way again after you've heard David Nour speak! Relationships really do impact every facet of an enterprise – from its strategy to its talent agenda, and digital transformation.

David Nour addresses over 50,000 people globally each year, across a multitude of industries, organizational sizes, or audience composition. From sales teams to senior leadership and board retreats, David shares unique insights, independent perspectives, and real-time, appropriate humor that inspires his audience to think and behave differently when it comes to their most significant asset: their portfolio of strategic relationships!

Building on over two decades of experience as a senior leadership/board advisor, best-selling author, and executive coach, David founded The Nour Group, Inc. in 2002. His vision? To help his global audience see business relationships as not simply a “nice to have,” a “convenience,” and “of course, they're important,” but instead their intentional, strategic, and thus quantifiable value. Nour has pioneered the phenomenon that relationships are the greatest off-balance sheet asset any organizations possess, large and small, public and private.

Yet in all of his work, David has found that relationships are NOT a standalone concept. Think about it – they don't make sense by themselves. In other words, no individual, team or organization builds relationships because they're bored! Individuals, groups,

and companies that focus on proactively mapping, relating, nurturing, sustaining, requesting will be able to bridge their relationship creation efforts to one of relationship capitalization! That's Relationship Economics® at work, often accelerating performance, execution, and results.

In all of his speeches, Nour demonstrates the correlation between succinct strategies, visually illustrated and clearly articulated, proactive relationship mapping and business impact such as time to market, engaged employees and reduced turnover, creating and sustaining exceptional customer experiences, and driving profitable growth. Often challenging entrenched status quo mindsets about certain personality types or functions which seem to excel at relationship development to get to the core of what drives success, David's Co-Create approach is a win/win scenario that, without exaggeration, will define the evolution of individuals, teams, and organizations.





## About David Nour

The World's Foremost  
Authority on Relationship  
Economics<sup>®</sup>

Born to middle-class educators in Iran, David learned at a very young age the incredible power and promise of identifying, building, and nurturing strategic relationships. As he wrote in his first book, *Relationship Economics<sup>®</sup> – Transform Your Most Valuable Business Contacts Into Personal and Professional Success* (Wiley, 2012), he certainly didn't get it then, but walking through the bazaars of Iran at a young age with his father on Friday errands, he understands now that his dad got things done through relationships. Whether they needed a plumber at the house that afternoon or access to an influential politician, the rest of the world is dramatically more proactive with its portfolio of relationships.

David arrived in the U.S. as a teenager in 1981 with a suitcase, \$100 to his name and no fluency in English. He lived with an aunt and uncle he had never met and grew up in the suburbs of Atlanta. He earned his Eagle Scout, graduated from high school and enrolled in an undergraduate engineering program, before graduating from Georgia State University with a business degree. His

early career in sales and sales management at various technology firms reinforced the value of internal and external relationships.

Later after working for a global consultancy and earning his postgraduate degree from Emory University's Goizueta Business School, David became President of an early-stage venture. While there he again leveraged more than his educational foundation and professional pedigree, but his portfolio of relationships to identify market opportunities, attract and retain exceptional talent, raise capital, and gain his clients' confidence. Many of these results he shares today with his global audiences.

During his time as a senior leadership advisor to portfolio companies of a private equity firm, David saw dramatically diverse business models, leadership styles, and a broad spectrum of relationship development best and worst practices. From that experience, he dedicated himself to becoming a student of business relationships and what made world-class individual contributors, managers, and leaders excel.

After hundreds of speeches and being asked countless times for a book, David hunkered down to write his first, *Relationship Economics*, back in 2008. To date, more than 50,000 copies of that first book have been purchased or gifted by individuals or their organizations, and it remains David's iconic work. In it, he outlined his Relationship Currency™ Roadmap, the sustainable differentiation in Reputation Capital™, and the strategic value of one's Professional Net Worth™. The goal was then as it is now to elevate his audiences' mindset, help create a roadmap, and provide a toolset to think of relationships as more than transactional networking, and one of truly transformational relationships.

In 2016, he launched the Relationship Economics quiz, amassing a research database of over 20,000 respondents on how individuals think about their business relationships, further quantifying the six relationship-development archetypes, from Start to Star across 28 different industries, from manufacturing to professional services. Continuing on that journey to better understand how people think, feel, and behave around their business relationships, this time with a particular emphasis on collaboration and reinvention of business and revenue models, he launched the Co-Create quiz, Canvas, and Workbook.

As an internationally renowned thought leader and business expert, David annually delivers 50 global keynotes on business relationships, social and mobile disruptive technologies, and adaptive innovation at corporate meetings, leading industry association conferences, and academic forums. He is an adjunct professor at the Goizueta Business School at Emory University and a guest lecturer at Georgia Tech’s College of Management. David serves as the lead independent director on the board of introNetworks, a privately held intelligent community technology firm based in Santa Barbara, California.

David’s unique perspective and independent insights on business relationships as well as social and mobile innovation have been featured in a variety of prominent blogs and publications including The Wall Street Journal, The New York Times, Fast Company, Knowledge@Wharton, Associations Now, Huffington Post Business, Medium, Entrepreneur and Success magazine.



An Eagle Scout himself, David is passionate about youth with his foundation’s support of the World Scout Jamboree, Junior Achievement, One Voice – aiming to create peace in the Middle East, and the High-Tech Ministries. He is currently an active member of the FBI Citizens’ Academy, Association for Corporate Growth (ACG), and the National Association of Corporate Directors (NACD) where he has earned the Governance Fellow accreditation.

## Sample Nour Group Clients



# 03 Nour Speaking Topics

Every year, David delivers 50-60 global engagements in 15 different countries to audiences of corporations, associations, and academic forums on the topics of strategic relationships, disruptive technologies, and evolutionary innovation.

As a pragmatic advisor who speaks, his passion is to help guide his audience through a transformational journey between their **current challenges and future possibilities**. The value of David's presentation lies in its ability to modify the audience behavior long after your event is over by creating a mindset that inspires action, often leading to success.

1. The Co-Create Effect

2. Relationship Economics®

3. Return on Impact

4. Adaptive Innovation

## The Co-Create Effect

What will the evolution of you, your team, and your organization look like?

Individuals, teams, and organizations must balance learning and performing to evolve. That evolution no longer comes from being the smartest in the room but from innovative collaboration with strategic relationships - within and external to the organization. David will explain how co-creating provides the construct, the process, and the tools to help your audience do just that - evolve themselves, their teams, and their organization. Recognized by many past clients as David's best thinking and practical, pragmatic work to date.



## Relationship Economics® – The Art & Science of Relationships

### Leveraging Your Single Biggest Asset to Drive Performance, Execution, and Results

Focus on the quantifiable value of business relationships and provide a systematic process for identifying, building, nurturing, and leveraging personal and professional relationships. David introduces battle-tested best practices, based on his global experiences, along with social science research and hundreds of executive interviews, that bridge the gap between relationship creation and relationship capitalization. The cornerstone keynote based on the best-selling book, Relationship Economics Updated & Revised (Wiley, 2012), delivered to more than 30 corporate, association and academic forums annually.

## Return on Impact – Disruptive Technologies Impacting Your Business Model

### How Will You Adapt to Disruption and Evolve Your Value-Add in the Process?

Return on Impact isn't about Facebook, Twitter, or YouTube. It's about socially enabling organizations to listen louder, think faster, and respond to changing market dynamics, helping them reinvent, adapt, and relate in new and powerful ways. David discusses how SMAC (Social, Mobile, Analytics, and Cloud) is swinging the power pendulum in the direction of members and customers, leaving many industries and organizations out of the equation, and how you can get the most return on your business interactions, involvement, image, and impact.

## Addaptive Innovation – Adaptable Business Models for Changing Market Demands

### From Signal Scouts to “Yes, And” Learning to Drive Creativity, Communication, and Collaboration

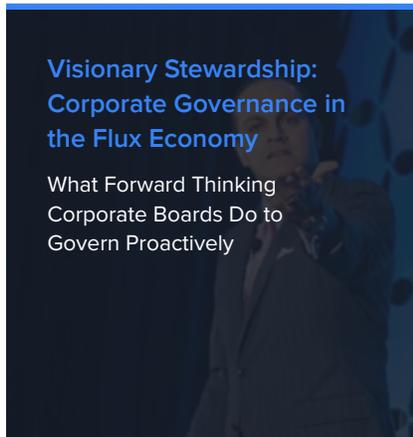
Create a sustainable competitive advantage, develop a relationship-centric culture, and have the audacity to fail and the ability to learn from those failures. Create greater market value than your competitors, help your channel partners differentiate your unique products or services, and shake up your value chain. It sounds difficult; David makes it simple.

# 04 Custom Speeches

Though most organizations invite David to speak on the above-listed core grouping of topics, he is happy to work with you to customize a presentation that best serves your stakeholders. Here are some of his recent customized speaking topics:

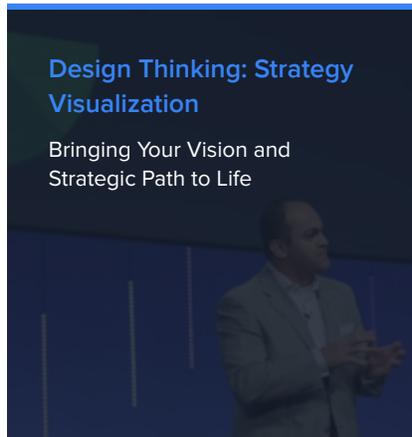
**Visionary Stewardship: Corporate Governance in the Flux Economy**

What Forward Thinking Corporate Boards Do to Govern Proactively



**Design Thinking: Strategy Visualization**

Bringing Your Vision and Strategic Path to Life



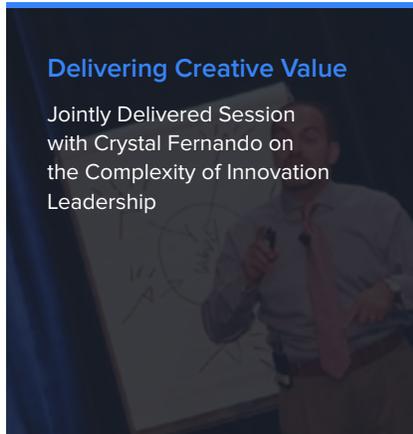
**Co-Create and the 4th Industrial Revolution**

How Will AI, IoT, Big Data, Drones, and Blockchain Evolve Individuals, Teams, and Organizations



**Delivering Creative Value**

Jointly Delivered Session with Crystal Fernando on the Complexity of Innovation Leadership



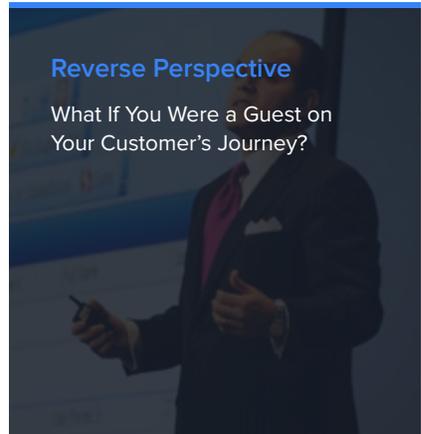
**Sharing Economy**

The Disruptive Nature of Collaborative Consumption



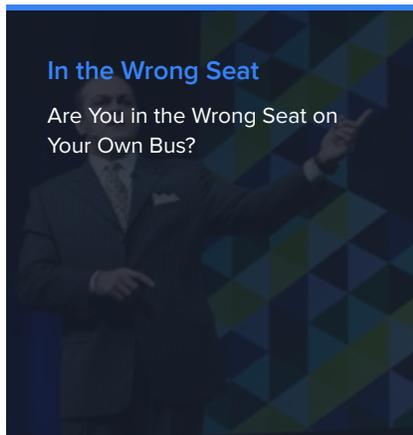
**Reverse Perspective**

What If You Were a Guest on Your Customer's Journey?



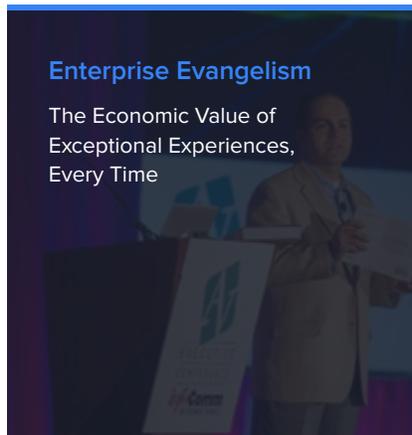
**In the Wrong Seat**

Are You in the Wrong Seat on Your Own Bus?



**Enterprise Evangelism**

The Economic Value of Exceptional Experiences, Every Time



**Sales Effectiveness from The Buyers' Lens**

How Effectively Are Your Resources Aligned with The Way They Buy?



# Our Approach to Customization with *SmartContentPlus*



David has long believed that meetings are a means to an end. Every meeting owner has a specific objective in mind.

A business outcome they aim to achieve at the end of their gathering.



Whether your goal is to inspire the sales team to reach new heights, for field management to elevate their coaching, for operators to drive efficiency and effectiveness, or customers to co-create their evolution together with the product team, David understands.

Using a process called *SmartContentPlus*, he ensures that your meeting's presentation is customized to deliver on your objectives.



David works closely with meeting planners to assess their goals and then provides a roadmap to crafting a highly focused and personalized presentation by gathering pre-event intel and feedback from meeting attendees.

In this way, each keynote that David prepares and presents has been customized especially for that group.

# 06 What Others Are Saying



I've had the pleasure of hearing many great speakers during my 27 years with PMA. So it takes someone exceptional to cut through the clutter and make a unique impression. **You did that and then some.**

Bryan Silbermann, CAE - President & CEO  
Produce Marketing Association



...I heard you speak at the ASAE Annual Meeting in Atlanta. **I found you to be a gifted professional speaker and dramatically more insightful than most typical associated-related presenters.** During our introductory lunch, you provided ample value in your understanding of our growth challenges and piqued my curiosity to seek your advisory services.

Stefano Bertuzzi, Ph.D, M.P.H. - Executive Director  
American Society for Microbiology



During David's presentation, our audience of more than 700 elected officials and city staff members were extremely engaged, as evident by few distracted mobile users or anyone who left the session early! He used appropriate humor, was personable yet thought provoking in conveying his ideas. Needless to say, **David's presentation was the buzz of the conference long after his session.**

Michael Sittig - Executive Director  
Florida League of Cities, Inc.





As a senior executive at an association I have heard and hired many speakers and not all have hit the mark each time. However, from the first time I engaged you on short notice through subsequent engagements following **you have always hit the mark and exceeded my expectations and most importantly, those of the audiences you have addressed for us.**

Duffy Wilbert, CAE - Former SVP of Member Services  
InfoComm International



David, you **deliver a message that applies to all audiences.** It is so important in this time of uncertainty that people do value relationships. Thank you for being such a great influence and a wonderful speaker.

Brooke Sommers, CMP, CMM - Owner/Consultant  
Strategic Conferences & Events LLC



Thank you so much for presenting at the 2011 Amerinet Member Conference in Orlando, Fl. The session was a huge hit and so well received.

As you know, social networking is relatively new to the healthcare field and most of our attendees came into your session knowing very little about how it can apply to them. **At the end of the session and in follow up emails, I received more requests for your information than any other speaker—** and this is saying a lot, considering many of the other speakers were from the Disney Institute.

Kerry Price - Senior Vice President, Operations  
Federation of American Hospitals



# 07 Details for Your Event

For over a decade, David has given more than 500 presentations to groups as small as a dozen senior execs at a board retreat, to as large as 25,000 international attendees at a Fortune 100 global kickoff meeting.

He's worked with hundreds of global organization meeting professionals, speaking coordinators and event production teams. Here are a few tips, requests and suggestions to help make the experience great for everyone, including event attendees and guests. It is requested that all details below are confirmed in advance of the event.

To download all-new photos, video, bio and logo go to: [www.nourgroup.com/keynotes](http://www.nourgroup.com/keynotes)

## Before the Event:



### Event Audience Quiz

For each of his presentations, David creates an audience quiz. Nour Group will set up a unique landing page and send you the URL. Please share the URL with the attendees and ask for their brief participation well in advance of the event, as David uses the actual data from your audience in customizing his presentation content.



### Speaker Intro

David has provided a suggested intro in this document for your event. This helps ensure the introduction goes smoothly and all details are accurate. Please ensure that whoever will be introducing him has reviewed the intro and is comfortable with it at least thirty minutes before his presentation at the event.



### Social Media

Please provide David with any event social hashtags, Twitter and Facebook page links as needed prior to the event. He and the digital team at Nour Group will do their best to incorporate before, during and after the event on David's social pages. Photos of David speaking, quotes from his presentation and video can also be used on David's social pages to help promote the event.



### David's Slides

David's slides can be made available following his session. Please coordinate with David prior to the event date to ensure you have what you need.

### ✓ Approved short bio:

This short bio can be used in any promotional material for your event:

*David Nour is the world's foremost authority on Relationship Economics®, the quantifiable value of business relationships. As a pragmatic advisor who speaks, his passion is to help guide his audience through a transformational journey between their current challenges and future possibilities. The value of David's presentation lies in its ability to modify the audience behavior long after your event is over by creating a mindset that inspires action, often leading to success.*

## Technical Requirements:



### Presentation Computer

David will bring his own computer and VGA adapter to the event. He uses a MacBook Pro laptop running PowerPoint or Keynote software. A standard VGA cable works well. He also has a standard Apple DVI adapter. His presentation does not run on any other computer but his.



### Computer Audio

Standard audio out is also required, as David often shows witty or relevant videos to his content. AC power should be within six feet of the computer.



### Microphone

For any group more than 25 people a microphone will be needed. Please be sure that you've tested it on all areas of the stage for volume and feedback.



### Speaker Microphone

David needs a wireless lav microphone -- a clip-on tie microphone with a belt pack. Equally valuable and preferred if available is a Countryman. While he has worked with a wired microphone, a handheld microphone, and a podium microphone, it is not recommended to make the most of the presentation.



### Event iMag

If you will be using iMag, which projects an image of the speaker on several large screens, it must be set up so that least one screen shows David's slides, while one or more carry the image of David speaking, to the audience.



### Presentation Clicker

David's computer is controlled by a remote control that he provides. It requires that the laptop be set up within sight and no more than 20 feet of the most distant point where he will be standing. A small table on stage is recommended.



### Computer Access / AV Check

David's computer must stay in his possession at all times. He is unable to provide his laptop prior to the event for setup and cannot surrender it to your team on the day of the event. He will be available to work with your team for an AV check. It is recommended that this is completed at least thirty minutes before he takes the stage to ensure everything is set up correctly.

## After the Event:



### Meeting David After the Presentation

Giving attendees the chance to connect with David allows them to share thoughts and discuss the presentation; creates a great energy, and provides a break before the next presentation. Fifteen to thirty minutes is generally ample time.



### Q&A

Q&A time is best determined by the size of the audience. Groups larger than a hundred should request attendees prep questions in advance, either to present to the moderator in advance or to present following the event.

## General Info:



### Flash Photography

Please request that no flash photos are taken during David's presentation including from event photographers. Flash photos are fine before and after the presentation.



### Social Hashtag

Reminding the audience of any social hashtags, event social pages, etc. can help drive social and viral conversations and activity. Moderators can reiterate during intro and Q&A.



### Presentation Recording

If agreed in advance, you can record David's session for internal, non-resale distribution with a high-quality copy to David within 30 days following the event.

## David Nour (“nor” as in “Eleanor”) Introduction

### Co-Create

#### Our guest speaker this morning/afternoon:

- Has pioneered the phenomenon that relationships are the greatest off-balance sheet asset any organizations possess, large and small, public and private;
- In his current role as CEO of The Nour Group, he consults with clients such as KPMG, Disney, Siemens and over 100 global organizations in driving unprecedented growth through unique return on their strategic relationships;
- He is the author of ten books translated in eight languages, including the best-selling *Relationship Economics*, the prequel to the Co-Create message, both of which you'll hear more about today.



### Let's get rolling with an intro video on Co-Create...

\*Click on the link below to download and test the intro video in advance please\*

<https://spaces.hightail.com/receive/ZoOzaNy8a3>

# Practical, Pragmatic Insights

## David Nour's Body of Work

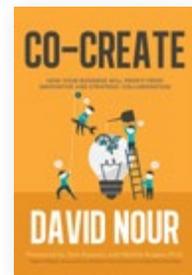
David Nour has helped thousands of business leaders from around the globe leverage his practical, pragmatic insights that highlight the power of relationships to build companies, brands, and business.



2017

### Co-Create – How Your Business Will Profit from Innovative and Strategic Collaboration

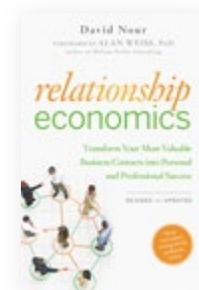
An essential guide showing C-level leaders how to optimize relationships, create market gravity, and greatly increase revenue.



2012

### Relationship Economics – Transform Your Most Valuable Business Contacts into Personal and Professional Success (second edition)

The art and science of relationships and their quantifiable value in the business world. By identifying, building, nurturing, and leveraging personal and professional relationships, you can revolutionize the way you do business.



2011

### Return on Impact

Leadership Strategies for the Age of Connected Relationships Strategies for setting your organization apart in today's socially enabled world.





2010

**The Social Networking Best Practices Series**

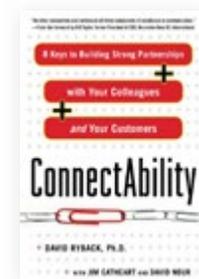
LinkedIn, Facebook, Twitter, YouTube, Mobile



2009

**ConnectAbility**

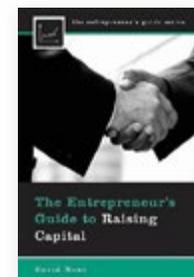
8 Keys to Building Strong Partnerships with Your Colleagues and Your Customers



2009

**The Entrepreneur's Guide to Raising Capital**

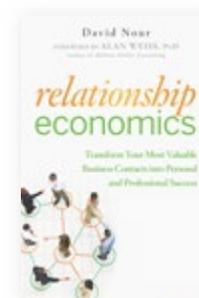
How to raise the right amount of money from the right source for each phase in a new company's growth cycle.



2008

**Relationship Economics**

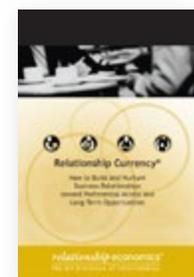
Transform Your Most Valuable Business Contacts into Personal and Professional Success



2008

**Relationship Currency®**

How to Build and Nurture Business Relationships toward Preferential Access and Long-Term Opportunities



# Frequently Asked Questions

## **How does David firm up a speaking engagement?**

Please contact us at [info@nourgroupp.com](mailto:info@nourgroupp.com) or call us at +1 404-419-2115. In order to proceed with a speaking engagement, we will need to know certain information about your planned event: the date and time, the location and venue, the purpose or theme of the event, and the size and composition of the audience for the keynote. Once these details are established, we will work with your company to finalize a contract. In addition, each client will be asked to sign our speaking rider.

## **Is David available for a call with the meeting owners, customers, partners, execs or board members?**

Yes. Four to six weeks before the event, we will arrange for a call between you and David to discuss your meeting's objectives. We'll also ask you to inform David of your organization's current issues, goals and challenges, as well as the general makeup of the audience, in order for David to customize his presentation for your needs.

## **To what extent does David customize his presentations? What's included in David's typical due diligence process? Is David willing to sign a Non-Disclosure Agreement (NDA)?**

David believes that every speaking engagement is unique in its objectives, content and audience makeup. Using a process called SmartContentPlus, he works closely with meeting planners to assess their goals and then provides a roadmap to crafting a highly focused and personalized presentation by gathering pre-event intel and feedback from meeting attendees. As a trusted advisor, David understands that confidentiality is the cornerstone of trust and will gladly sign a Non-Disclosure Agreement (NDA).

## **Does David offer a flat-fee travel expense? If so, what's included/excluded?**

David offers a \$2,000 flat-fee travel expense for domestic US engagements, which includes round-trip airfare, ground travel, and meals; hotels are not included.

**Does David work with Speakers Bureaus? Any exclusive relationships?**

An estimated 30 percent of David's annual speaking engagements are booked via Speakers Bureaus such as Leading Authorities, Keppler, Speak Inc., Premier, and Executive Speakers Bureaus. David's only exclusive relationship is with Right Selection covering Middle East and North Africa (EMEA).

**Does David share his presentation?**

Available on his private online community, NourNet where he will create a group just for your audience/event. In the same group, he often posts relevant position papers, TED-style talks, any survey results from your audience, as well as forums and discussions groups for your audience to continue their learning and growth after the event.

**Can we video or audio record David's presentations?**

No audio or video recording or broadcast of David's presentation is allowed without prior written approval from us.

**How can we get signed copies of David's book in advance for our attendees?**

Please contact us at [info@nourgroup.com](mailto:info@nourgroup.com) or call us at +1 404-419-2215 for information on how to obtain copies of David Nour's books. In order for the books to arrive on time for your event, we need to receive the delivery address at least four weeks in advance of the event date.

**Is David available to stay after his session for a book signing / VIP gathering?**

Yes. Please be sure to mention in advance that you would like David to include time for book signing at your event.

**Does David offer any type of a multi-event discount / options to deliver the same session to multiple audiences?**

Yes, if desired David will work with you to create a customized, multi-event itinerary to deliver his presentation to multiple audiences.

**Where can I find more information about David?**

Visit [NourGroup.com](http://NourGroup.com), where you can learn more about David and The Nour Group, and download photos, videos, and other media.

10



## Contact

David would love to work with you to create a customized keynote presentation that delivers on your meeting's objectives, and that your attendees will find valuable.

**David Nour, CEO**

The Nour Group, Inc.  
 3500 Lenox Road, NE, Suite 1500  
 Atlanta, GA 30326  
 404-419-2115 x1

In case of an emergency call  
 or text cell **404-683-0140**

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[info@nourgroup.com](mailto:info@nourgroup.com)