



Tuesday, June 14, 2022

8:30-10:30am (Registration begins at 7:45am)

Dynasty Banquet Halls

4125 Calumet Avenue

Hammond, IN 46320

Featuring **JOHN BRANDT**, formerly editor-in-chief of **IndustryWeek**, and currently CEO of the **Manufacturing Performance Institute (MPI)**, a research and consulting firm.

Keynote Address: NINCOMPOOPERY

Terrible customer service, idiotic business processes, and soul-crushing management practices — surrounds us. We lose time, patience, and profits as stuck-in-the-past organizations actively prevent us (and our customers) from getting the value we (and they) deserve. Can't anybody change this? Drawing from his new book *Nincompooery*, CEO and award-winning business writer John R. Brandt says we can. Leveraging research across thousands of companies to show leaders how to find and kill the corporate stupidity that drives customers crazy, he offers concrete examples of how any organizations both large or small, regardless of industry, can innovate in ways that delight customers and attracts top-level talent.

Brandt has worked with hundreds of companies to help them outwit competitors, and in this blunt (and funny) presentation, he shares his unique blueprint for success. It usually starts by asking a simple question, such as:

- Why should our customers have to re-key their data multiple times to make a single purchase?
- Why are there four levels of approval just to order basic supplies?
- Why can't we get qualified candidates for open positions, or provide new employees with decent training?
- In short: How did we become such nincompoops? And when will we stop?

Offering leaders the answers they need, and the profits they crave, with a scoop of humor on the side!

LIMITED SEATS!

Cost: \$25/person

Cost includes breakfast.



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