

## Strategic Thinking & Developing Your Plan

Brendan has extensive experience developing strategic plans for organizations of all sizes. He has driven growth of over \$100 billion in revenue and raised nearly \$2.0 billion in capital based on his strategy thinking and strategic planning process. In this keynote, Brendan speaks to the power of strategic thinking, how to develop a plan using a proven strategic planning methodology, and tips to being strategic now. Each participant walks away with a 10-point action plan.



**Keynote Speaker**  
**Brendan P. Keegan**

- Chief Executive Officer, Merchants Fleet
- Managing Partner & Founder, velocityHUB
- 4-Time Industry Leading President & CEO
- Youngest CSO of Fortune 100 Company
- Led 50,000 People & 5,000 Sales Executives
- Raised \$2.0 Billion of Capital & Returned over \$4.0 Billion to Investors
- Led Sales & Growth of \$100 Billion & Sold \$3.2 Billion
- Trained 250,000 Leaders in 150 Countries
- Published Over 200 Articles Internationally

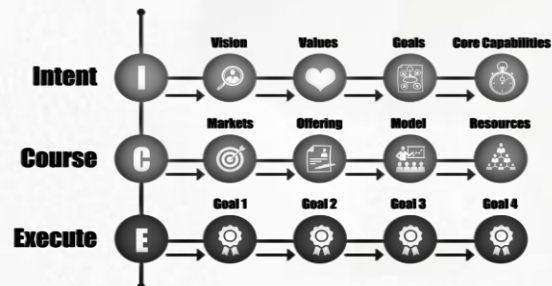
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### Agenda

<b>1</b>	<b>Welcome &amp; Warmup</b>
<b>2</b>	<b>Strategic Thinking &amp; Strategic Planning Defined</b>
<b>3</b>	<b>12 Facts About Strategy, Companies &amp; Employees</b>
<b>4</b>	<b>Exercise 1 – Baseline Assessment</b>
<b>5</b>	<b>Developing Your Intent</b> <ul style="list-style-type: none"> <li>▪ Focusing on the 3 Firm Constituencies</li> <li>▪ Defining &amp; Identifying Firm Vision, Values, Goals &amp; Core Capabilities</li> </ul>
<b>6</b>	<b>Charting the Course</b> <ul style="list-style-type: none"> <li>▪ Understanding Your Clients &amp; Your Market</li> <li>▪ Planning Your Offering of Services &amp; Responding to Client Needs</li> <li>▪ Building a Model for Core Business Processes</li> <li>▪ Tracking &amp; Planning for Necessary Resources</li> <li>▪ Assessing Risk &amp; Making Calculated Decisions</li> </ul>
<b>7</b>	<b>Driving Your Execution</b> <ul style="list-style-type: none"> <li>▪ Creating Specific Actions to Achieve the Strategic Vision &amp; Goals</li> <li>▪ Assigning Owners, Due Dates &amp; Milestones for Strategic Actions</li> </ul>
<b>8</b>	<b>Exercise 2 – 10-Point Strategic Action Plan</b>
<b>9</b>	<b>Wrap Up &amp; Call to Action</b>



**Strategic Thinking & Developing Your Plan**





**Brendan P. Keegan**  
**CEO, Merchants Fleet, Keynote Speaker**

Brendan P. Keegan serves as Chief Executive Officer [CEO] at Merchants Fleet. He joined the company in January 2018. Brendan has been involved with Merchants Fleet since 2009—as a client, board member, and strategic advisor. He is focused on transforming the company’s business model and creating a new industry known as FleetTech. Brendan’s innovative leadership has fueled the company’s strategic direction and been the driving force behind its industry-leading growth.

Brendan is a six-time, transformational President & CEO of companies ranging from 500 to over 10,000 employees located in nearly 150 countries in the technology and financial services sectors. Brendan also served as the Fortune 100’s youngest Chief Sales Officer for EDS, a \$22-billion technology industry leader. Brendan has raised nearly \$2.0 billion in capital and returned over \$4.0 billion to investors. He has trained over 250,000 leaders, led nearly 50,000 employees, and driven sales of over \$100 billion.

As an award-winning executive, Brendan was named a Distinguished Fellow by Dartmouth College, a Fast50 Executive by FastCompany, a successful entrepreneur by Enterprise Bank, a US Business Delegate to Africa, Best-of-the-Best CEOs by Incentive, 100 Fastest Growing Companies by PriceWaterhouseCoopers, Business of the Year by NH Business Journal, Top 10 Coach of the Year by USA Football, and Volunteer of the Year & Youth Coach of the Year locally for his commitment to community service.

Brendan has authored over one hundred articles on leadership, strategy, and technology, and he has been quoted in multiple publications, from the Wall Street Journal to Wired Magazine. He is a sought-after speaker at conferences in the financial services and technology industries and is a regular speaker at Harvard University, Brown University, Dartmouth College, Holy Cross, Middlebury College and Worcester Polytechnic Institute.

*“We brought Brendan in to deliver our keynote address at our International Sales Meeting. He did a great job and brought positive energy into the room, the team and the entire conference. Brendan’s training materials were good and gave each of us a lot to think about. Particularly old timers like me.” General Manager, Amphenol*

*“Brendan Keegan is a dynamic speaker who understands the unique nuances of a growing firm like The Bullfinch Group. He knows how to inspire associates to achieve their goals and aspirations. His insights were extremely well received by our firm. All in attendance felt he brought amazing energy, excitement, and valuable content to his presentation.” Seth Medalie, President, The Bullfinch Group*