



Speakers Bureau



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Selected publications
Beyond Branding, chapter "Authenticity", (Kogan Page 2003)
Johnnie Moore's weblog www.johnniemoore.com/blog/index.php

Will travel for speaking engagement? Yes

Areas of specialization for expert sourcing
Authenticity
Facilitation
Team building
Creative thinking
Inspiration
Improvisation in organizations

Speech topics/presentations

Beyond Branding

A lively interactive demonstration of the pitfalls of conventional thinking on brands – and how to cultivate brands that take advantage of a networked, more transparent economy. This is a model that allows stakeholders to truly shape the brand, instead of trying to work it all out for them.

Authenticity

It's easy to talk about authenticity, but it's harder to do. How organisations can encourage the power of authentic voice, deal with the unspoken problems that face groups – without opening themselves to chaos and ruin.

Improvisation

John Lennon pointed out that life is what happens when you're making other plans. One of the biggest challenges organisations face is how to respond to surprises that often threaten to derail their careful plans. The skills of theatrical improvisation provide simple but effective ways to complement plans with the ability to respond flexibly in the moment – improving customer service, teamwork and execution.