

Kerry Siggins

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Keynote Title: Disruptive Leadership: How to Build a High-Impact Company

Time/Format: 45-60 minutes as a keynote, in-person or virtual

Keynote Overview

The world is changing rapidly, and it's hard to keep up. What worked yesterday might not work tomorrow. Being in the business of using water to clean and watching the country's largest reservoirs shrink to almost nothing is forcing my team to consider a different future. Many leaders are doing the same in their industries, asking, "How do I build a sustainable company when the future looks very different?"

What kind of leader will successfully navigate these challenges? How will leaders look to disrupt their industries and avoid being disrupted themselves? How will leaders balance the old with the new, the core business with future opportunities?

In this thought-provoking keynote, I share how I built a \$100M company and disrupted an industry by employing ambidextrous thinking. As leaders, especially those looking to disrupt, we must embrace the inherent tension between how things are now and how things will change. We must recognize that new opportunities might not fit into an established system or manner of doing business. Embracing this tension is a recipe for success. You must be able to hold seemingly opposable ideas in your mind and look for ways you can do both: exploit and explore.

This keynote is ideal for leaders and teams:

- Who want to scale their company by growing core products/services AND by going after new opportunities
- Who want to build a disruptive company
- Who want to improve strategic thinking skills and strategic plan execution

Key Takeaways and Learning Objectives

- Understand what ambidextrous thinking is and why it's such a powerful leadership tool
- Learn ways to question your assumptions and thinking to unlock new ideas
- Gain tools to develop an exploit-and-explore vision
- Put your plan into action and learn how to course correct quickly

Kerry Siggins Bio

Kerry Siggins is the CEO of StoneAge, a leading global manufacturer of industrial cleaning equipment and one of Outside magazine's top 100 companies to work for. StoneAge is a 100% employee-owned company making headlines for its unique and inspiring culture. In 2021, she was honored by Industry Era magazine as one of its Top 10 Most Influential CEOs, and in 2017 she was a finalist for Colorado's CEO of the Year. She sits on the boards of several companies and is member of the Young's President Organization (YPO). She is a speaker, author and contributor to *Forbes*, *Entrepreneur*, *Authority Magazine*, and *BIC Magazine* and hosts several podcasts, including the wildly popular *Reflect Forward*. Her book, *The Ownership Mindset*, will be released in the Fall of 2023.