



How to Stand Out From the Crowd

And Why That's More Important Than EVER

By Motivational Keynote Speaker Connie Podesta

I always tell my audiences, “If there was ever a time to differentiate yourself and Stand Out From The Crowd—it is NOW! Business as usual is over!”

Bottom line: To rise to the top and stay there as an organization you must be able to answer this #1 question: “What do you bring to the table that is so unique, outstanding, so UNEXPECTEDLY awesome—that people would CHOOSE to do business with you, partner with you, buy from you, and trust you – rather than someone else?” Because the truth is creativity has taken the place of complacency. Innovation has pushed status quo aside. And refusing to change, provide exceptional value and go the extra mile is a deal breaker. Believe me, your competitor is strategizing how to do all of these and more. To succeed in today's world, you must OUT-PERFORM the competition. OUT-THINK old ideas. OUT-SHINE past performance. And OUT-MANEUVER anyone who says it can't be done.

Today there are too many people content just “meeting standards” in a world where “exceeding standards” is the new norm. The problem is, it's pretty easy to get by with just doing what's expected. Going above and beyond? Takes time. Money. Confidence. Vision. And yes—hard work and a team that works TOGETHER. Some organizations think it's safer to fly under the radar and do things the “way they've always been done.” That brand of thinking can cost big in lost revenue. Customers. Reputation. Brand recognition. Even employees. This is where I come in to shake things up and change attitudes, mindsets and behaviors.

“So, what if,” I ask my audience, “with just a few simple shifts in expectations, actions, and beliefs you could open up brand new doors to exceptional success? Increased sales? Amazing relationships? Empowered performance? Renewed faith in your organization? And begin today to push past the competition?” Because they truly can. IF they can keep from fighting new ideas. From resisting change. From refusing to be accountable. Blaming others. Or defending status quo. How can they do it? Step up

to the plate. Create a new paradigm. Take charge. Be accountable. Explore new mindsets. Transform old ways of thinking. And lead the way to dramatic new opportunities.

I wrote my book [**10 Ways to Stand Out from the Crowd**](#) as an answer to my hundreds of clients who are ready to change, move ahead and discover new possibilities. The ones who ask me “Where do we start? How do we change all that needs to change to reach new levels of success?” In it I explore the power of STANDING OUT FROM THE CROWD. Playing to your strengths. Leveraging your limitations. Differentiating yourself. Branding. Finding Balance. Showcasing your leadership. Asserting your value. Working at peak performance. And so much more. I know that even small changes in the way you think and ACT (rather than REACT) can begin to propel you and your organization in incredibly powerful directions. I know that by stepping up, being accountable and recognizing that BUSINESS AS USUAL IS OVER – you can begin to experience the kind of SUCCESS you want and deserve.

What will it take? Everything you’ve got and more. Improved skills. Talent. Attitude (the positive kind). Knowledge. Vision. Hard work. Resilience. Creativity. And a serious COMMITMENT to making a dramatic change. Our world is going by at break-neck speeds. To get where you REALLY want to go? You must do more than ‘keep up’. You must excel. Shine. Bring your best. Be trustworthy and respected. Do the right things for the right reasons. Bottom line: The foundation for success is ALWAYS based on strong ethics and values. Integrity is the name of the game. Are you ready? Because being the kind of person or organization others CHOOSE to do business with is the #1 key to the kind of success you want and deserve.

Ready to learn more? Head over to my [10 Ways to Stand Out From the Crowd**](#) [**page**](#) to watch a powerful video, take my **Stand Out Quiz**, and even download a free preview of the book. I’d love to hear your thoughts! Have fun with it. Then take what you learn and use it to **STAND OUT** in your own life! Ready – GO!**