



# WORKSHOP OVERVIEW

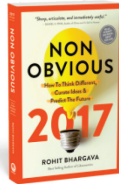
## Our Signature Programs ...

### An Introduction To Workshops + Learning Programs:

This is a summary of some of the most popular workshops and master classes currently offered by the Non-Obvious Company. Most of the learning modules can be delivered either in-person or virtually via live streaming video or prerecorded in 1 or 2 hour lengths. Longer workshops and master classes can span 1-2 days and typically take place in person at client locations.

#### 2017 NON-OBVIOUS INNOVATION DAY

How do you put trends into action? Based on the WSJ bestseller *Non-Obvious* this workshop pairs cutting edge trend research with an interactive format that involves guest startup founders to inspire bigger thinking to solve big brand challenges.



#### NON-OBVIOUS PUBLIC SPEAKING + PITCHING

Are your ideas getting the respect and life they deserve? Based on my popular Georgetown University course, this workshop uses nontraditional lessons to train leaders on how to architect and deliver unusual ideas that stand out, build reputation, and SELL!



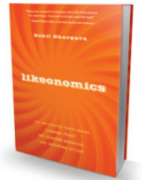
#### DIGITAL TRANSFORMATION + LEADERSHIP

What does it really take to "digitally transform" an organization? This workshop separates myth from reality and offers a proven 5 step model to evolve and inspire a team to win the future - no matter how reluctant they may seem.



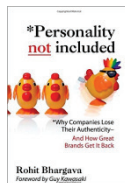
#### LIKEONOMICS: LIKEABLE LEADERSHIP

Why are some leaders more trusted than others? This workshop based on the #1 best seller *Likeonomics* will train leaders on the 5 principles of being more trusted and offers a blueprint to be more inspirational every day.



#### BRAND STORYTELLING + PERSONALITY

Does your brand have an authentic human voice? In this engaging workshop based on the best selling book *Personality Not Included*, participants will learn how to tell stories, craft a brand voice with more personality, and create a transparent and human brand.



#### DIGITAL + CONTENT STRATEGY

Are you using digital & social media effectively to promote your brand? In this workshop based on the popular online certification programs, participants get a crash course in strategy + tactics for digital and content marketing - and get certified too!



**SEE WORKSHOP AGENDAS AND CHECK AVAILABILITY!**

Unless otherwise agreed - all workshops are facilitated and hosted directly by Rohit Bhargava. For sample workshops agendas, a pricing sheet, list of previous clients & testimonials or to check date availability, contact [rohit@nonobviouscompany.com](mailto:rohit@nonobviouscompany.com).



An  **IMG** Company

# BACKGROUND INFORMATION



## Rohit Bhargava

**Author | Professor | Listener | Trend Curator | Nice Guy**

**rohit@nonobviouscompany.com | +1 202 494 8853**

Rohit Bhargava is a skilled facilitator, keynote speaker and “non-obvious” trend curator. After a successful 15 year career as a brand and marketing strategist at two of the largest agencies in the world (Ogilvy and Leo Burnett), he founded the Influential Marketing Group.

He is an expert in helping brands and leaders be more influential through storytelling, digital and non-obvious thinking. Rohit is the Wall Street Journal best selling author of five books on topics as wide ranging as the future of business and building a brand with personality. Rohit has advised hundreds of global brands and also teaches marketing and storytelling at Georgetown University.

On stage as a keynote speaker, Rohit has been invited to deliver two TEDx talks and headlined events in 31 countries. He is regularly featured as a marketing expert by media such as The New York Times, Harvard Business Review, and other global media. Rohit lives in the Washington DC area with his wife and two young sons.

### PREVIOUS CLIENTS + EVENTS:

A selected list of previous clients and events Rohit has been invited to deliver keynote presentations or workshops for ...



**FOR MORE INFO VISIT [WWW.NONOBVIOUSCOMPANY.COM](http://WWW.NONOBVIOUSCOMPANY.COM)**