

Christopher K. Vaughan



**Chief Knowledge Advisor
Speaker & Trainer
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**My #1 Priority is
to Provide Value and
Educate Audiences**

Presentation Feedback

"Chris is one of the few tech guys I've met that actually understands sales and can speak in a way that everyone understands."

~ Steve Black (Motivational Speaker)

"I was blown away by how the room responded to Chris when we started working on events together...He provides so much value and in a clear and concise manner."

~ Chuck Douglas (Sales Trainer)



Collaboration ~ Knowledge ~ Validation

Chris Vaughan earned both his Bachelor of Arts, in Communication, and M.B.A. (Master of Business Administration) degrees from Wake Forest University. As a former educator of applied mathematics and logistics, he became convinced that businesses can only succeed in the marketplace if their strategic plans include appropriate leveraging of technology to optimize efficiency and effectively reach potential clients. Chris became proficient in process improvement and in analyzing, selecting, and implementing software applications best suited for the processes.

Chris is the founder and managing director of Firm Transitions (founded in 2011), MBizTools (founded in 2013), and the EBOSS Group (founded in 2014). Through these businesses, Chris advises international not-for-profit organizations, attorneys and their law firms, real estate and automotive sales teams, regional teams of direct sales companies, and professionals in the financial sector.

As the creator of the MBizCard in 2012, Chris is widely respected as a personal lead generation expert. He has presented and worked with some of the biggest names in the speaking industry. His skillset and companies have helped develop the marketing materials and funnels used by them for their various events.



Piecing Together Your Branding Puzzle

There is a lot of “talk” about websites, social media, and going “viral.” It is easy for businesses and sales people to spend money on the digital movement. Videos are becoming more important every day. The question is, “How do I know where and on what to spend my marketing dollars?” That question is what we will address in this presentation. I cover in detail why I originally created the puzzle and how we use it with our clients in order to ensure their marketing stays on point. Whenever time allows, I take a few minutes for attendees to think about their organization and the brand they are working to achieve. Through this process, they leave the session with a blueprint enabling them to effectively building their brand.



Personal Lead Generation: You are Your Brand

Lead generation is a hot topic right now. Everyone who things they are anyone is promoting their ability to help your business generate leads. While leads are great, Gen Z is showing us once again that people want to do business with those they know, like, and trust. We will discuss how to generate leads through networking and attendees will leave understanding how and why they should follow up.



Zap Was Easy: Automation Through Integrations

Gone are the days where you need to have a strong programming background to integrate software. The Internet of Things marketplace is enabling people to turn on and off devices remotely. We will cover how cloud-based solutions like Zapier and IFTTT can help you integrate over 1,000 applications. Attendees will leave knowing how to work smarter and not harder.



Smartphone Efficient

You hold a \$1,000+ computer in your pocket but use it like a \$50 flip phone. In this presentation, we discuss how your phone can be used to increase efficiency in and out of the office. This is an interactive presentation and attendees are encouraged to have their Android or iPhone on hand. Everyone who attends will be provided with a list of apps that my companies use and ones we recommend to clients.



Optimizing Platforms: Google and/or Office365

This presentation is not a debate over whether G Suite or Office365 is better. We also will not dwell on the emailing capabilities. Instead, I focus on how each is able to increase efficiency through the various applications they provide. I can focus on just one of these or cover both in some detail. Either way, attendees will leave understanding how to put their G Suite or Office365 account to work for them.



Healthy You Leads to Healthy Business

In this presentation, I discuss some neat technology that helps people stay on track when trying to live a healthier lifestyle. However, the focus is on how your health can directly impact the health of your business. As a former USA Triathlon and USA Track & Field Certified Coach, I share my rollercoaster journey and help those in attendance understand how a healthy mindset leads to a healthy business.