



**AUTHOR...SERIAL ENTREPRENEUR
...STRATEGIC PLANNING EXPERT**

WILLIAM MATTHIES

Bill Matthies is the author of a book on managing change, a regular contributor to the consumer electronics trade publication TWICE, and a business planning consultant. His company, Coyote Insight, helps corporate teams and individuals break through obstacles to change, innovation, and growth.

In 1986, Bill founded what was to become the largest independent market research/database marketing company in the consumer electronics and high tech fields. By the time he sold it in 1997, The Verity Group employed 400+ people at its California and Costa Rica offices.

Before that, Bill cofounded Barcus Berry Electronics, Inc., a venture capital-backed start-up that created a proprietary audio technology.

From 1977 to 1983, he was promoted through the ranks at Pioneer Electronics (USA), Inc. to Senior Vice President Marketing and Product Development.

CONNECTING WITH BUSINESS AUDIENCES

One of the most rewarding facets of his 35+ years in business is speaking (and listening) to corporate and trade audiences about taking their careers, their products or their companies to the next level.

Audiences have included Microsoft, Nintendo, Panasonic and Sony and the Consumer Electronics Association.

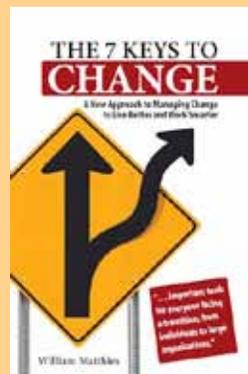
POPULAR TALKS

Bill's can prepare a custom presentation or tailor one of these talks for your program.

✓ Change Your Approach to Change

We're all faced with change. Sometimes we initiate new beginnings. Sometimes we just try to hang on for the ride. Bill's fascination with change led to four years of research—and to writing *The 7 Keys to Change: A New Approach to Managing Change to Live Better and Work Smarter*.

He'll share proven processes and techniques to help individuals and organizations get the best outcomes from inevitable, constant change. Managing change is both art and science that can and should be learned.



"The 7 Keys has important tools for everyone facing a transition, from individuals to large organizations. Author William Matthies compassionately and clearly pinpoints the root of anxiety for so many and provides straightforward solutions."

Dr. Andrea Belz, Author
The McGraw-Hill 36 Hour Course: Product Development

✓ Ready...Set...Stall!

For many managers and teams, creating a workable business plan is an unattainable goal. Or there is a plan—but it's buried in a filing cabinet. Let Bill share tips for cutting through the clutter, challenging "business as usual," helping you discover what's critical to the success of your company.

✓ Business Belly Flops

Bill has launched (and sold) several successful companies, but it's his eye-witness account of failures (including a few of his own) that really grab audiences." He explains who should (and who should not) start a business and outlines the most common reasons good ideas fail.

✓ Consumer Mind Games

If you offer a product or service to consumers, you know there's no telling what they'll do—or is there? Drawing from decades in the market research trenches, Bill explains how to decode consumer behavior and use that information to boost your brand.

BOOKING

To discuss adding Bill Matthies to your next program, call **714/726-2901** or email **wmatthies@coyoteinsight.com**.

Learn more at:

WilliamMatthies.com
CoyoteInsight.com