

Steven L. Blue

TRANSFORMATION EXPERT



“

Steve Blue is the Steve Jobs of the rust-belt economy...”

Jedidiah Yueh

Founder & Executive Chairman of Delphix,
Best-selling Author of *Disrupt or Die*

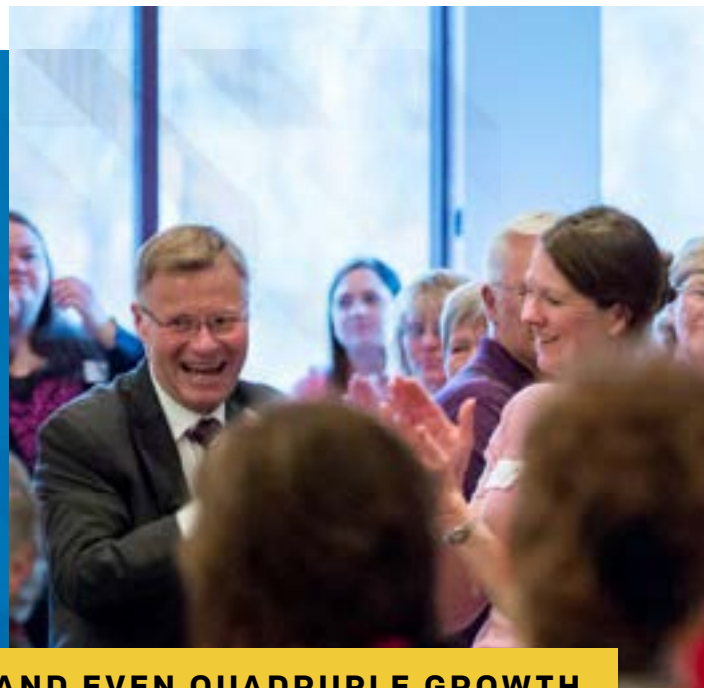
StevenLBlue.com

507-452-2461 ext. 267 | steve@stevenlblue.com



Steven L. Blue

An internationally-recognized expert in transforming rust-belt companies into high-tech powerhouses.



STEVE SHOWS COMPANIES HOW TO TRIPLE AND EVEN QUADRUPLE GROWTH.

Steve Blue teaches senior rust-belt executives how to revitalize their companies, triple profit, and leave the competition behind using his proven formula of igniting Innovational Potential®.

Steve promotes his methods of transformation through speaking engagements and media contributions through publications such as FOX, *BusinessWeek*, *Forbes*, *Inc.*, *The Huffington Post*, *Entrepreneur Magazine*, *AMA*, *Europe Business Review*, *The Adam Carolla Show*, *IndustryWeek*, and *The Wall Street Journal*. His insights have led many media outlets to refer to him as one of America's leading Mid-Market CEOs.

Steve is President and CEO of Miller Ingenuity—an innovative company revolutionizing traditional safety solutions for railway workers. Its products protect assets, preserve the environment, and save lives. Steve also serves on a variety of boards in safety, banking, healthcare, and university business schools, and is the first CEO-in-Residence for the College of Business at Winona State University.

Steve's "Transform. Ignite. Disrupt.®" podcast, available on iTunes®, and his "League of Extraordinary CEOs" article series, featured in *The Business Journals*, are dedicated to interviewing innovative CEOs who have successfully transformed their organizations.

He is the best-selling author of five critically acclaimed books that target executives, leaders, entrepreneurs, and

anyone seeking to learn the secrets of success in the corporate world.

Steve's latest book, *Metamorphosis: From Rust-Belt to High-Tech in a 21st Century World*, is a detailed blueprint for CEOs and senior leaders to transform their businesses from failing rust-belt companies with small margins into high-tech leaders with superior profits.

Steve's earlier books include: Best-seller *Mastering the Art of Success* (co-authored with Jack Canfield of the Chicken Soup for the Soul series), *American Manufacturing 2.0: What Went Wrong and How to Make It Right*, *The Ten Million Dollar Employee: When Your Most Toxic Liability Meets Your Most Important Customer*, and *Burnarounds: Unlocking the Double-Digit Profit Code*.

Steve Blue joined with DNA Films® as a Co-Producer in the documentary called "Getting Everything You Can Out of All You've Got: The Jay Abraham Story," which chronicles the life and legend of Jay Abraham, an American business icon.

Steve's "7 Values of Ingenuity®" is the preeminent system to achieve exponential growth in a business. His "Innovational Potential®" concept offers a roadmap for companies to ignite their creativity and innovation capability.

Steve holds a Bachelor's Degree from the State University of New York and an MBA from Regis University.

Steven L. Blue

KEYNOTE TOPICS

Transform. Ignite. Disrupt.

From Rust-Belt to High-Tech: Transform Ignite Disrupt®

It is possible for rust-belt companies to achieve superior profits, enter new markets, and repel offshore competition. This keynote provides a blueprint for senior executives that want to revitalize, reinvent, and rejuvenate their companies. In this keynote, the audience will take away key principles for:

- Transforming a rust-belt company from mediocre to an Olympic level performance.
- Unleashing creativity and innovation organization-wide.
- Disrupting the competition and establishing a rust-belt company as a high-tech leader.

During this keynote, you will learn how to unleash a blizzard of new high margin products that will delight your customers and destroy your competition. This presentation is highly entertaining, incredibly informative, and even better, comes with loads of content and action plans to help you start immediately implementing change.

→ Custom Topic

Tailor a custom program to meet your specific needs. Steve will work with you to develop a topic that will resonate and impact your audience members.

The 7 Values of Ingenuity®

How to Spark Outstanding Business Performance

Imagine if you could dominate your market. Imagine if you could crush your competition. Imagine if your organization operated seamlessly, like a well-oiled machine. Better yet, imagine if you could do all this after listening to just one keynote address. With "The 7 Values of Ingenuity®," you can do all of this and more. Steve Blue is a "been there, done that" CEO with an astonishing record of transforming underperforming businesses into global powerhouses. Now you have the chance to learn exactly how he successfully implements organizational change through a culture based on innovation and ingenuity. You will learn the real reasons why your organization is underperforming and discover eye-opening business transformation techniques to unleash its true potential. These insider secrets lie within "The 7 Values of Ingenuity®," a surprising and unique system that ignites astonishing performance.



For more information or to contact Steve for your next leadership event, visit

StevenLBlue.com/speaking

Books

Steven L. Blue is an author of five highly-acclaimed books that target executives, leaders, entrepreneurs, and anyone seeking to learn how to maximize their company's growth by fostering company culture and innovation.



Metamorphosis: From Rust-Belt to High-Tech in a 21st Century World.

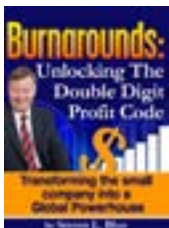


Mastering The Art Of Success By Jack Canfield, Steven L. Blue and Other Experts From Around the World.

An Amazon Best Seller!



American Manufacturing 2.0: What Went Wrong and How To Make It Right.



Burnarounds: Unlocking the Double Digit Profit Code.



The \$10 Million Dollar Employee: When Your Most Toxic Liability Meets Your Most Important Customer.

For more information, visit StevenLBlue.com/books.



We talk a lot about change in manufacturing and I think Steve Blue has got a wonderful example [with his company] Miller Ingenuity of really following through ... and establishing the culture base for it."

Steve Minter, Executive Editor
Industry Week



While innovation is a long and arduous journey, take heart. Steve Blue is the Steve Jobs of the rust-belt economy, and *Metamorphosis: From Rust-Belt to High-Tech in a 21st Century World* provides a detailed map for the innovator's journey."

Jedidiah Yueh, Bestselling Author of *Disrupt or Die: What the World Needs to Learn from Silicon Valley to Survive the Digital Era*



Your presentation resonated deeply with everyone in the audience. Your style is an exquisite blend of nourishing analysis and commentary with doses of humor and panache. Speaking from real experience heightened the credibility of everything that you said."

Harold G. Cohen, Partner, Dilworth Paxson LLP