



KENNETH "SHARK" KINNEY

BE CURIOUS. BE FEARLESS. DIVE DEEPER. A SHARK'S PERSPECTIVE.



HI! I AM KENNETH KINNEY, BUT FRIENDS CALL ME SHARK!

Kenneth Kinney is making waves working with leaders at organizations to achieve Business and Personal Growth through Marketing Innovation and Customer Experience. With nearly 30 years of corporate, agency, consulting, and entrepreneurial experience, he has worked with many of the Fortune 200, over 50 colleges and universities, and hundreds of small to medium-sized businesses.

In entertaining and engaging keynotes and workshops, he inspires leaders to dive deeper and find new perspectives to drive growth, amplify their brands, and create better experiences for their customers and employees.

Known as “Shark” for his lifelong passion for swimming and diving with sharks, he helps inspire audience members and leaders to Be Fearless, Be Curious, and Dive Deeper!



SPEAKER



*MARKETING
STRATEGIST*



*PODCAST
HOST*



AUTHOR



*SHARK
DIVER*



*HUSBAND
& FATHER*



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KEYNOTE SPEAKER

Keynotes and Workshops to Inspire,
Transform, and Motivate Leaders to
Be Curious, Be Fearless, and Dive Deeper.

Areas of Impact include:

- *Business Growth and Customer Acquisition*
- *Customer Experience*
- *Marketing/Digital Marketing*
- *Leadership and Culture*
- *Customer Service*
- *Employee Experience*

Through a practical and repeatable framework, I show
leaders how they can transform from Surviving to Thriving.



WATCH KENNETH IN ACTION





STRATEGIST



HONORED TO HAVE PREVIOUSLY WORKED WITH OR SERVED
MANY OF THE MOST ICONIC BRANDS IN THE WORLD.

SEEN AND HEARD ON:





A.K.A. SHARK

For what many people fear most, Kenneth, also known as *Shark*, calls a *fun day at the beach*.

As a child, he came up close and personal with a large shark in open waters. Since then he became fascinated with this very important and very misunderstood animal.

For more than four decades since, whether freediving or scuba diving, he does not miss an opportunity to jump in the water with a mission and purpose to help others have a deeper understanding and motivate them to overcome what is holding them back both in business and in life.

There is so much more to sharks than meets the eye and we are only beginning to understand them.

Be Fearless, Be Curious, and Dive Deeper!





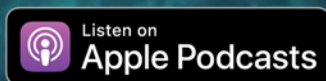
PODCAST HOST

As the voice of “A SHARK’S PERSPECTIVE” podcast, Kenneth maintains a focus and constant curiosity about the consumer and improving performance for leaders in business, marketing, and life.

On more than 350 episodes, Kenneth dives deeper and challenges some of the most well known and amazing business leaders, authors, hall of fame speakers, disruptors, and innovators in the world to uncover what matters more.

Guests have included Seth Godin, Guy Kawasaki, Annie Duke, Mandy Harvey, Ocean Ramsey, Martin Lindstrom, Jay Baer, Ann Handley, Dorie Clark, and many, many more.

Thank you for listening and enjoy the show!



"IF YOU NEED REALLY OUTSTANDING AND THOUGHT PROVOKING CONTENT IN YOUR CONFERENCE, THEN YOU WANT TO HAVE THE SHARK!"

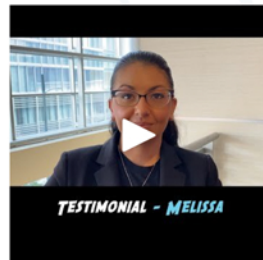
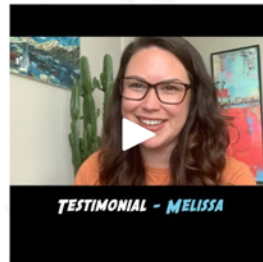
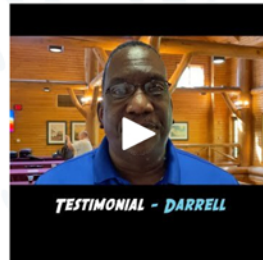
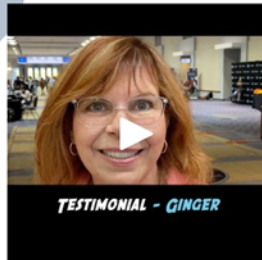
"EVERY TIME I'VE HEARD HIM SPEAK, I TAKE AWAY AT LEAST ONE NUGGET BACK TO MY BUSINESS AND I'M FOREVER CHANGED BY THAT."

"WE LOOK FORWARDING TO GETTING KENNETH INVOLVED IN MANY, MANY MORE SHOWS AS WE MOVE FORWARD."



TESTIMONIALS

Hear what others have said about Kenneth Kinney on stage.
(Click on any image to open video in a new window.)





POPULAR PROGRAMS



All of Kenneth's Keynote Programs and Workshops are designed to be engaging, customized to the needs of your specific audience, and personalized with targeted examples, often including people in the room. Programs can be customized for maximum impact by combining immersive storytelling, gorgeous visuals, and practical techniques that leave audiences inspired, informed, and ready to thrive.

Each one can be delivered in person or virtually for your next event.


Looking for Something More Specific? Kenneth can work directly with you to tailor and build a keynote or workshop program customized to your goals and desired outcomes. Your personal program can be focused and designed specifically with your stories, your points, and your industry examples.



Signature Talk #1

DIVE DEEPER

How Extraordinary Brands Show Real Care to Create Stronger Relationships with Consumers, Customers, and Employees



What you say and how you say it, really matters. For many consumers, the marketing and messaging behind the brand story do not resonate with the actual customer experience. To them “we care” sounds more like “we care....ish.” If they determine that the promise does not match the packaging, then they simply switch to an alternative brand in hopes that the problem they care about gets solved. Yet, there is a clear path to showing customers and employees that you care and it keeps them coming back again and again.

Learning Objectives

In this powerfully moving session, Kenneth teaches audience members to better be able to:

- Communicate more effectively
- Cultivate stronger authentic relationships with consumers
- Develop powerful collaboration between coworkers and management
- Know where to show care, authenticity, and empathy

Audiences:

This presentation is ideal for general business audiences and can be given as a mainstage keynote address during a leadership conference, workshop, sales event, or HR retreat. It is also for people who are looking to elevate their own personal brand and thought leadership platform.


This presentation has previously been customized for: Professional Services, Travel/Hospitality/Tourism, Construction, Home Services, Financial Services, Banking / Credit Unions, Insurance, Technology, Sales Teams, Realtors, Manufacturing, Automotive, Healthcare/Pharma, Telecommunications, Housing/Real Estate, Association Executives, Retail, Marketers, Non-Profits, and Scuba/Diving Businesses.



Signature Talk #2

CONFUSED BUYERS SAY NO

How Extraordinary Sales and Growth Can Be Created through Clarity



It all begins with a message, but it gets distorted across siloed teams, external partners, branded messaging and marketing, and ads that don't perform. At the end of the day, it confuses customers. Cutting through the noise can be so impactful to sales and make all the difference with customers who get lost in the process.

Learning Objectives

As a result of this program, Kenneth teaches audience attendees to better be able to:

- Add Clarity by listening with more intent to uncover the needs of customers
- Communicate more effectively through the sales process rather than dragging consumers through the sales cycle
- Communicate a stronger and clearer Value in the product or service you sell
- Generate word-of-mouth through more positive referrals, ratings, and recommendations

Audiences:

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Signature Talk #3

WHAT IS YOUR DIFFERENT

How Great Leaders Produce Extraordinary Growth by Becoming the #1 Choice in a Crowded Market

At the heart of your business lies a story unique to the DNA of your brand. Yet, so many brands pivot to a sea of sameness without exploring their own superpower that draws in customers, creates fans, and produces real growth. Understanding your own niche helps eliminate ever being vanilla. Thankfully, there's a surprisingly simple answer and it lies in how we uncover your different story.

Learning Objectives

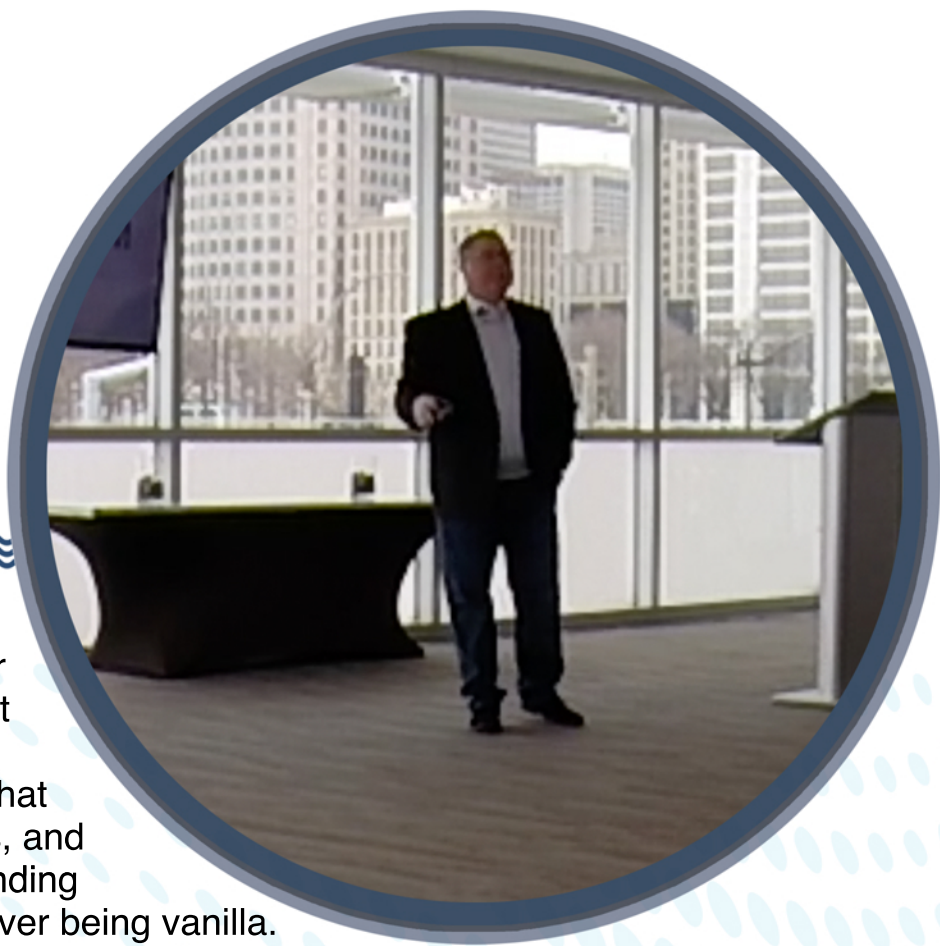
With these important questions in mind, Kenneth helps attendees in this program learn to better be able to:

- Identify 'what is your different' and why it matters
- Find the building blocks of a different story and how to find them in your own
- Develop strategies to attract the ideal customers you want with an impact

Audiences:

This presentation is ideal for general business audiences and can be given as a mainstage keynote address during a leadership conference, workshop, sales event, or HR retreat. It is also for people who are looking to elevate their own personal brand and thought leadership platform.


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Signature Talk #4

THE POWER OF A SHARK MINDSET

How Leaders Thrive in an Ocean of Uncertainty and Dive Deeper without Fear



The only guarantee in business is that uncertainty is certain. With any organization, change inside and outside the four walls of your organization can create extremely difficult waters to navigate. What can be controlled is the way you prepare for the waves that come next, especially when you already feel several meters underwater.

This keynote follows Kenneth's personal journey of four decades of swimming and diving with sharks where he teaches the practical steps and framework needed to build the resilient power of a S.H.A.R.K. mindset and how it can drastically alter the trajectory of your business as well as your own performance.

Learning Objectives

In this powerfully moving session, Kenneth dives deeper with audience members to be able to:

- Learn to be curious and embrace growth in times of uncertainty
- Understand what it takes for anyone to be fearless in a sea of uncertainty
- Be able to dive deeper in the world around coworkers, friends, and even family

Audiences:

This presentation is ideal for general business audiences and can be given as a mainstage keynote address during a leadership conference, workshop, sales event, or HR retreat. It is also for people who are looking to elevate their own personal brand and thought leadership platform.


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SPEAKER ASSETS

Below are several of the Speaker Assets that will help you expedite your process.
(Click on the link or image below, which will open a new window on your web browser. The images shown below will download as high-resolution images.)

- [One Sheet](#)
- [Bio](#)
- [Intro](#)
- [A/V Requests](#)
- [Speaker Preview Video](#)
- [Headshots \(see right\)](#)
- [Speaker Website](#)
- [Connect on LinkedIn](#) 



Trust that we will conduct a pre-event call with your team to discuss the objectives and initiatives that are most important to making your event a success.

Need something else? Don't hesitate to let us know!





Kenneth "SHARK" Kinney

LET'S KEEP SWIMMING

WWW.ASHARKSPERSPECTIVE.COM

