



# Introduction for José Luis Romero

**Dear Introducer:**

- ⇒ The introduction is a crucial part of José Luis' presentation
- ⇒ Done properly, it establishes credibility and sets a positive, upbeat tone
- ⇒ If it hasn't been done yet, please ask attendees to turn off pagers, phones, and other possible alarms before introducing José Luis
- ⇒ Thank you very much in advance for your professionalism

**START  
HERE**

If there is One Question that top executives ask themselves all the time, is this one:  
“How do I make my organization more competitive?”

The traditional search for competitive advantage has been based ...

- \* on original strategies – to create new markets,
- \* on new technologies – with exclusive intellectual property,
- \* on innovative products – where only a select few can produce unique product lines,
- \* etc.

However,

- \* quantum leaps in all areas of knowledge,
- \* information technologies that facilitate worldwide communication,
- \* and volatile global markets,

are making these types of competitive advantage obsolete –

companies are enjoying shorter and shorter periods of privileged differentiation.

Our speaker today will talk about

how to build a truly sustainable competitive advantage.

He is a consultant, corporate trainer, and professional speaker with over 20 years of experience.

He has worked with hundreds of managers from organizations ranging from Fortune 500 size companies to enterprises with less than 50 employees across different industries throughout North America, helping them develop their leadership skills through time-tested, effective, and universal best practices.

The title of his speech is:

“Strategic Organizational Leadership: build a truly sustainable competitive advantage”

Please help me welcome ...

José Luis Romero