



Scott Vedder

Workshop Facilitator | Keynote Speaker | Expert Advisor | Funny Guy

Scott Vedder does things differently. His high-energy, personable keynotes and hands-on workshops come to life with vivid stories to inspire practical change that actually works!

Over 25+ years of leadership at The Walt Disney Company, Scott walked the walk — from hotels to theme parks, in recruiting and in worldwide strategy roles. As a practice lead for Disney Institute's healthcare advisory business, Scott architected and delivered world-class culture to clients in healthcare, retail, sports, insurance, non-profits, government agencies, tech, and more.

With Scott there's no abstract theory, no buzzwords — just authentic, New Jersey pragmatism, light-hearted delivery, and a practical blueprint your people can use the same day. Scott's proprietary methodology, deep experience, and fun, no-nonsense approach can help you really get !@#\$%^ done. Scott lives in Orlando, Florida and travels worldwide.



Signs of a Great Experience

- ! Behaviors and emotions that elevate experiences
- @ Key moments and important milestones
- # Measurable data and quantifiable results
- \$ Financial impacts and money metrics
- % Show improvement and estimate effects
- ^ Insert new ideas and grow exponentially

Scott Vedder brings all the best !@#\$%^ to events anywhere!

The *Signs* of a Great Experience help professionals at all levels, in any industry to quantify and measure the value of big leaps and small changes and to assess behavior changes that can differentiate your people and your organization.

Dates book out 2 to 4 months in advance. Call today.
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Signature Programs

Available as a 60 or 90-minute keynote or a 2 or 4-hour interactive workshop.
Programs can be combined and customized as well. (*Details on page 2*)

Signs of a Great Leader: Discover the mindset and behaviors of inspirational leaders who people want to work with and learn from. Lead big teams or individual work by sharing your values, communicating effectively, and genuinely connecting.

Signs of a Great Service Experience: Empower and equip your team to understand what is needed in each service moment, how to deliver consistent, intentional service to earn and keep trust, and provide individual service that sets you apart.

The Power of Storytelling: Discover how authentic, well-crafted stories can transform everyday communication to clarify purpose, build connection, and inspire action. You too can use effective storytelling to connect, inspire, and improve.

Interactive Activities

As the saying goes, "*Don't just sit there!!!*" Collaborate, get moving, and have fun engaging in any of the following activities and more! Help keep participants' phones down and spirits up.

"Look, but Don't Touch" Creative Arts: Replicate what seems like a simple "*sculpture*" made of cardstock without touching the example. Discover how seeing things differently and embracing alternate views can generate creative new possibilities.

Jealous Understudy: Compete as teams to recreate a hidden pattern while suspecting a "*Jealous Understudy*" is sabotaging your efforts. See how assumed motives and the stories we write about others can shape team behavior and culture.

Quiet, Shush, & Zippit Inc.: Try to achieve a simple result while enduring strict non-verbal constraints under a time crunch. See how rushed communication and unchecked assumptions degrade your vision and lead to costly operational breakdowns.

Experience Mapping: Identify specific moments to exceed expectations, amplify the good you're doing, and fix the stuff that makes people disappointed. See how just about any touchpoint can create a magical moment that builds relationships!

(Activities can be included with most programs provided there is ample time and with logistics planning in advance.)

Signature Programs

Available as a 60 or 90-minute keynote or a 2 or 4-hour interactive workshop. Each can be customized for your program.

Signs of a Great Leader: Great leaders achieve great results when they inspire teams into action, create a culture where people can thrive, and practice behaviors anyone can learn. Participants will gain practical insight they can use the same day — whether they lead an organization of thousands or a mighty team of one. Drawing on more than two decades of leadership at Disney and with leading Fortune 100 companies, Scott Vedder helps you discover the keys to inspirational leadership that people want to follow. When executive vision doesn't connect with front-line execution, you get friction that drains the bottom line, increases turnover, and kills morale. This program cuts through the corporate noise to demonstrate how to build a culture of clarity, communication, and shared purpose.

Key Takeaways:

- Personal values shape culture, build connection, and let others know what is important and why.
- Authentic communication and compelling storytelling can delight your audience and inspire action.
- A leader's daily behaviors and human-to-human interactions set the tone and build (or erode) trust.
- Build support, engage others, and continue improving during big changes and smaller projects too.

Signs of a Great Service Experience: Truly great service is a seamless experience, created with those you serve in mind. Memorable service is brought to life every day by an inspired team who operates with purpose. Speed, tech, and pricing don't build loyalty nearly as well as genuine human connection and quality service delivery. What separates a forgettable interaction from one that earns trust is rarely resources or technology; it's intention. Great service isn't complicated; it is deliberate and intentional. Give your team a practical way to quickly assess what the people they serve *actually* need in any service moment, equip them with the right tools, empower them to take ownership when things don't go according to plan. Measure what's working across every touch point for those you serve and your team too.

Key Takeaways:

- View every day as THE day to create memorable moments for those you serve and your team too.
- Shift your people's mindset from performing tasks to delivering purposefully to build positive emotional connections.
- Service standards reflect what people expect of your service and can empower your team to deliver consistently.
- Take ownership, show empathy, and maintain relationships when things don't go according to plan.

The Power of Storytelling: Vivid and compelling stories define a "service spirit" that sets clear goals, builds excitement, and clarifies expectations. Since humans first scribbled paintings on cave walls, storytelling has been the most effective form of communication. Discover the many ways that effective storytelling can help you connect, inspire, and share ideas.

Key Takeaways:

- Storytelling and communication aren't separate skills — the best leaders treat them as one.
- Craft compelling, authentic stories that can inspire change at school, at work, and in personal relationships too.
- Use the "Storytelling Spectrum" tool and identify opportunities to enhance how you employ stories.
- A shared sense of purpose turns "what we do" into "why it matters," and that's what moves teams to act.
- First-draft practice turns these principles into real stories your team can use immediately.

Whether he's delivering a structured presentation or responding to impromptu questions, Scott has a gift for connecting with people and making complex topics approachable and actionable.

Aleksandra Johnston, Deputy Director,
Hiring Our Heroes

