



## **Blue Ocean Strategy**

**KEYNOTE REFERENCES**  
**LeanSixSigma Global Summit**  
**January 21, 2009 – Orlando**

*“Bill, you are the closest thing to Zig Ziglar I’ve ever seen...  
Your passion...powerful!”*  
(After Bill’s total shock...) *“I’m serious. You  
Impacted the entire room.”*

Chip Handley, V. P.  
Ring Power Corp.

*“Having worked with Bill on our annual LeanSixSigma & Process Improvement Summit,  
his presentation truly left attendees inspired and energized to innovate in their business.  
one of our top rated speakers and a pleasure to work with.”*

Megan James, Summit Director  
LeanSixSigma Global Summit  
International Quality & Productivity  
Centre, London

*“You are a masterful storyteller! I and the entire room were captivated...”*  
Keith Russell, Ph.D., Director, Product Delivery  
AstraZeneca

*“I thought your presentation was very invigorating and innovating...”*  
Brinnon Morrison, Global Manager, Quality Assurance  
Monsanto

*“I especially enjoyed your presentation...I and my team talked about it all evening...”*  
Kirklyn Collie, Team Leader, Process Management  
Bahamas Telecommunications Company Ltd.

*“I enjoyed and I was very enlightened by your great presentation. My colleague  
and I will be sharing your awesome strategy with our team and will let you know of their  
interest...”*

Hyacinth Natarajan, Process Engineering  
Direct Energy