

Speaking

Dr. Anderson is available for public speaking events

Dr. Roger Anderson is a dynamic public speaker. He has addressed conferences large and small. He is entertaining and thought provoking. For short subjects or keynote addresses Dr. Anderson brings new life and light to subjects important to business leaders and professionals.

To schedule an engagement or to discuss your speaking needs click the "Contact Us" link to access a form to contact Modern Magellans and Dr. Anderson, or call us at 714-779-1095

Topics include:

Subjects from the Maps for Modern Magellans series

- Business Transformation
- Message Creation and Efficient Communication
- Effective Product, Brand, and Company Launch Conditions
- The 5-Fold Way: Company Positioning
- The "More" Cycle: A pattern for effective company growth
- Innovation: 3 types, 8 steps, or 10 shortcuts

Entrepreneur Topics

- Don't Order the Steak: Rules to live by in the early days
- Create the Center of the Storm: The Butterfly effect
- Raising Money: The flowchart for fundraising

Recent Speaking Events

- Caltech/MIT Enterprise Forum
- USC Entrepreneurs Club
- LPA ‐ Laboratory Products Association (Speaker, Moderator, Panelist)
- Tech Coast Angels Fast Pitch 2006 (Co-winner; Best Investment & Best Presentation)