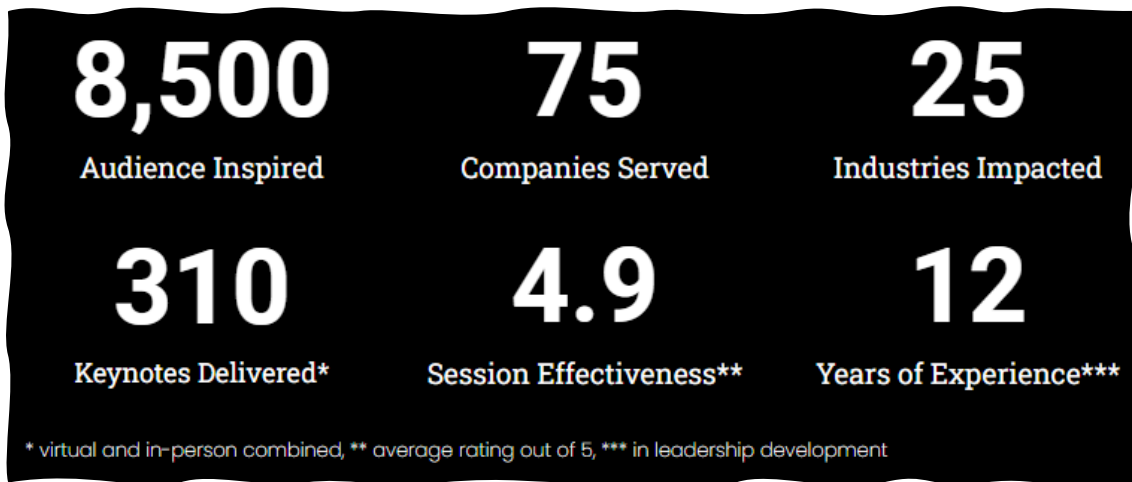




Speaking Packet (2025 Release)

Dr. Mansoor Soomro | Keynote Speaker, Researcher, Author

Are you ready to *ignite* conversations, *inspire* innovation, and *empower* your team to excel?

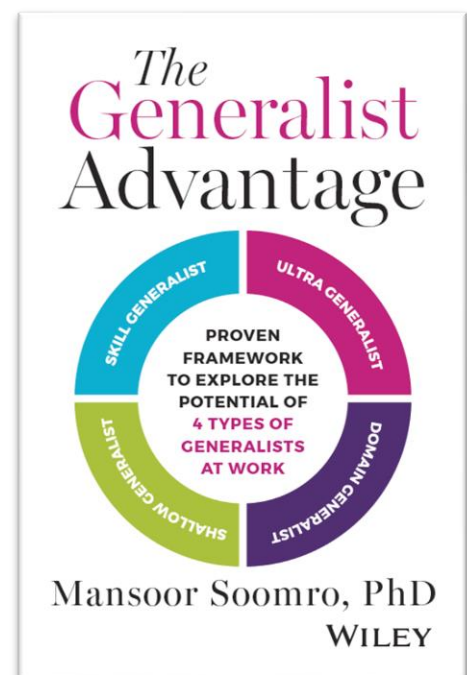


Book Mansoor Soomro for your Next Event!

(conference, corporate retreat, sales kick-off, team building, or employee engagement event)

Why Dr. Mansoor Soomro?

- **Unique Industry–Academic Figure:** An accomplished business leader (over 7 years of leadership experience with Siemens) and a forward-looking academic researcher (with PhD in Management)
- **Published Author:** His debut book *The Generalist Advantage– Proven Framework to Explore the Potential of 4 Types of Generalists at Work* (published by Wiley) showcases frameworks, strategies, and tools from which business executives can benefit tremendously.
- **Dynamic Delivery:** Captivating storytelling, backed by cutting-edge research and real-world experiences.
- **Audience Impact:** Leaves attendees with actionable insights and a renewed sense of purpose.
- **Global Perspective:** Combines cross-cultural understanding with practical strategies for diverse audiences.



3 Things About Mansoor's Keynotes

All keynotes:

1. are 90mins in duration (both virtual and in-person)
2. require a 30-minute pre-engagement call (to understand the need and background)
3. will involve 2–3 interviews with key people in your organization (to customize examples, case studies, and take-aways for your audience)

Mansoor's Bio

Dr Mansoor Soomro is the author of *The Generalist Advantage: Proven Framework to Explore the Potential of 4 Types of Generalists at Work* (Published by Wiley).

A seven-year journey at Siemens, culminating in a coveted seat on the Siemens Managing Board, shaped his leadership acumen. Currently, he leads the *Future of Work* research at the Teesside University International Business School, UK.



Dr Mansoor holds a *PhD* in Management. He has designed-cum-facilitated various leadership development programs for *Fortune 500* companies, and is best known for his powerful leadership keynote sessions.

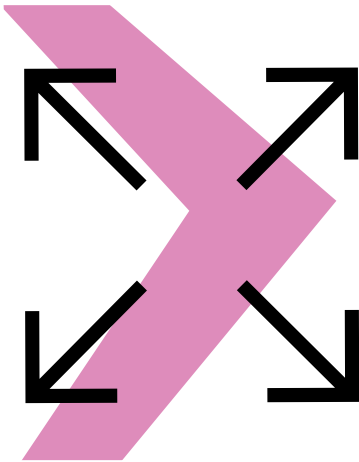
Download Mansoor's Press Kit (long bio, approved photos, PR assets etc.): https://mansoorsoomro.com/wp-content/uploads/2024/12/Press-Kit_Dr-Mansoor-Soomro.zip

Selected Clientele:



5 Signature Keynote Topics

Keynote # 1 : 4 Types of Generalists at Work: Finding Your Fit

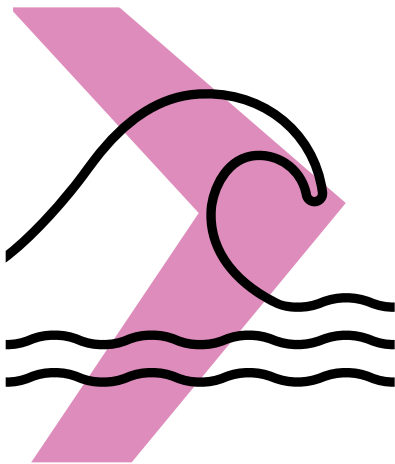


Focus Area: Team Dynamics

Brief: Tired of the same old team dynamics? Ready to level up your team's game? This keynote is your secret sauce to boost the dynamics of your team. We will dive into the world of generalists, those versatile superheroes who can do it all. But not all generalists are created equal. We'll uncover the four distinct types: Shallow generalist, Domain generalist, Skill generalist, and Ultra generalist.

Key Takeaways: → Discover the four types of generalists and their unique contributions to team success → Learn how to identify your generalist archetype and align it with your role and team goals → Understand how generalists and specialists can collaborate effectively for maximum impact

Keynote # 2 : Leading with Breadth, not Depth!

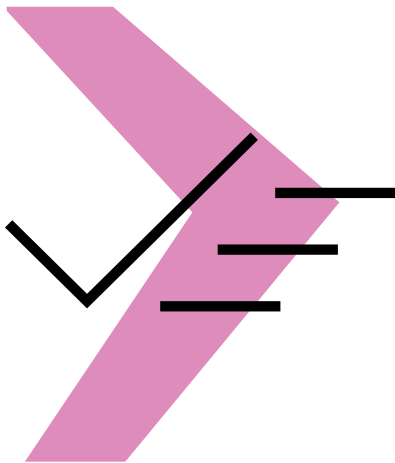


Focus Area: Leadership

Brief: Imagine a world where leaders aren't just experts in one field, but have a broad understanding of many. This keynote will explore the power of breadth in leadership. We'll descend into why a wide range of industry knowledge and skills can make you a more effective and inspiring leader. You'll learn how to leverage your breadth to make better decisions and develop a leadership pipeline. So, if you're ready to level up your leadership game, join us for this exciting keynote!

Key Takeaways: → Harness the generalist mindset in navigating through a set of critical leadership challenges → Promote sustainability by broadening your expertise and staying relevant in the face of disruption → Drive innovative leadership by staying agile in a rapidly changing environment

Keynote # 3 : How Generalists Solve Wicked Problems in Business?

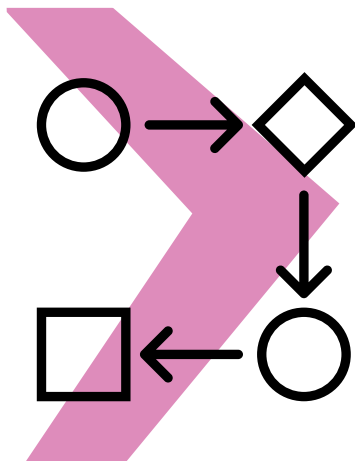


Focus Area: Problem-Solving

Brief: Organizations today face increasingly ‘wicked problems’—challenges with no clear solutions, shifting variables, and high stakes. These problems demand a new kind of thinker: the generalist. Unlike specialists who dive deep into a single domain, generalists bring a breadth of knowledge, adaptability, and cross-disciplinary perspectives that make them uniquely suited to untangling wicked problems. Get ready to unlock the secrets of problem-solving wizardry!

Key Takeaways: → Learn why traditional, specialist-driven problem-solving often fails to address wicked business problems → Discover how generalists connect diverse ideas, especially in areas that specialists overlook → Explore practical tools and frameworks to apply generalist thinking to real-world organizational problems

Keynote # 4 : Adaptability as a Superpower: Lessons from Generalists

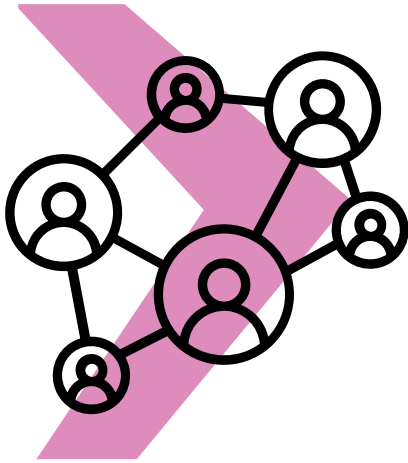


Focus Area: Innovation

Brief: Generalists, those versatile individuals who can dabble in multiple fields, are the undisclosed ingredient to innovation. In this keynote, we’ll explore how their adaptability can give you a superpower in today’s fast-paced world. From problem-solving to creative thinking, generalists have a unique work ethos that can revolutionize your approach to work. We’ll help you unlock your inner generalist and thrive in a variety of situations.

Key Takeaways: → Learn how generalists approach challenges from multiple angles → Discover techniques to spark fresh ideas and think radically → Master the art of pivoting and embracing change through an ‘adapt & conquer’ approach

Keynote # 5 : Future-Proofing Organizations with Generalist Leaders



Focus Area: Resilience

Brief: Are you ready to build a team that can weather any storm? Dr. Soomro delves into how businesses can identify, nurture, and empower generalist leaders to create a resilient culture that thrives in disruption. Attendees will learn actionable strategies to build teams that balance specialized expertise with broader perspectives, ensuring their organizations are prepared to tackle emerging challenges and seize opportunities in an unpredictable future.

Key Takeaways: → Discover actionable frameworks for building resilience at both individual and team levels → Gain tools to future-proof your organization by balancing depth of expertise with breadth of vision → Be inspired by real-world examples and case studies of resilient organizations led by generalists

Contact:

ceo.outference@outlook.com

The company *Outference* manages Dr Mansoor Soomro's speaking engagements.
Please drop a line to Sana (CEO, Outference) for details.