

KEYNOTE INTRODUCTION

**Beatles, Inc.:
Leadership Lessons from the Fab Four**

In pursuit of success, some of us will sit through semesters of business classes; tune into instructional podcasts; read stacks of books about marketing, advertising, and public relations; and puzzle over the advantages of forming an S-corp or a sole proprietorship.

But have you ever wondered if it would be easier just to scrap all of that and learn about The Beatles?

Which brings me to our next speaker.

For nearly half a century, Gary McKechnie (***pronounced Ma-kek-nee***) has tuned into The Beatles and found that before they created the most memorable music of the 20th Century, they were just four Liverpool teenagers who intrinsically discovered and implemented essential business lessons that can serve as a framework for nearly any organization.

A popular presenter, he is the only speaker who lectures on The Beatles aboard the ships of the Cunard Line in their prestigious Insights Series.

Ladies and gentlemen, please join me in welcoming Gary McKechnie.