Thomson Dawson Keynote Speakers Brief

Thinking in a Certain Way

How Entrepreneurs Build Competitive Advantage from the Inside Out

Ideal for: Business and leadership conferences, entrepreneurial organizations, founder events, and leadership teams seeking fresh perspectives on strategy, growth, and competitive advantage.

An invitation for entrepreneurs to rethink the relationship between what you build, and why customers choose you.



A 45-minute keynote on entrepreneurial thinking, strategic clarity, and creating distinctive value. Why do some businesses become the obvious choice for the customers who matter most, while others struggle to distinguish themselves in crowded markets?



About Thomson Dawson

Thomson Dawson spent 37 years building and leading a corporate communications and design firm, working at the intersection of business strategy, identity, and value creation. His clients included global companies to founder-led startups. He is the author of The White Hot Center Manifesto, a framework for entrepreneurial thinking, and continues to advise entrepreneurs on the strategic questions that shape their bigger future.

The answer isn't always found in better branding, marketing, more activity, or another growth tactic. Sometimes it begins with how the entrepreneur thinks about the business itself.

Drawing on decades of entrepreneurial and strategic experience, Thomson Dawson explores the relationship between an entrepreneur's thinking and the business that thinking creates. He challenges conventional assumptions about competition and growth, inviting business leaders to look beyond what their competitors are doing and examine the ideas, convictions, and choices that shape their own direction.

At the heart of the talk is a fundamental proposition: competitive advantage begins with clarity and understanding what they're building, why it matters, and the distinctive value only they can create for the customers they serve.

This is not a talk about finding tactical shortcuts to growth. It's about developing a more deliberate way of thinking—one that brings purpose, value, and strategic decisions into alignment. Thinking in a certain way about their business so customers do too.

Audiences will explore ideas on:

The power of entrepreneurial thinking: How the way a founder sees their business influences the business they actually build.

Clarity of purpose: Why knowing what you're building and why it matters provides a foundation for strategic decisions.

The Idea of Value: How a distinctive understanding of the value a business creates gives customers a compelling reason to choose it.

Beyond the competition: Why building a business around its own distinctive value can be more productive than simply reacting to competitors.

From thinking to action: How greater clarity and deliberate thinking can inform the choices that shape a company's future.

For Booking Information Email:

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“Thomson’s talks don’t just inform, they transform. He draws from deep experience to ignite new ideas and confidence in everyone he speaks to. Leaders walk away inspired, equipped, and ready to make meaningful change.”

Corey Hart
Startup Grind Global Chapter Director of the Year
Investor & Advisor

” When you combine great depth of experience, vision far ahead of most in our industry and disciplined thinking with a can do positive attitude, the result is always positive. Highly recommend Thomson if you want to get ahead and stay ahead”.

Marc Romano
Managing Partner, FirstPrinciple
Business Services

“Thomson built instant rapport and trust with our communications team and brilliantly guided our discussion in his strategic workshop on strategies for effective communication with our consumer segments”.

MJ Beckman
Senior Leader, Marketing Communications
ThedaCare Inc.
Healthcare System

“Thomson is a rare breed! He is a gifted and talented creative professional and inspiring speaker. I would highly recommend him to anyone who wants to take their business to the next level!”

Roger Gould
Founder and President
Gould Design Inc
Graphic Design Agency

