

Steve Duncan

Steve Duncan started SWDuncan LLC to help people gain insight, on competitors, markets. Steve has been a director of market intelligence for a large trade association, has created a competitive intelligence function and driven product development for a mid-size technology manufacturer. Steve began his career as a mechanical engineer, licensed in the state of Wisconsin.

An avid blogger, Steve has blogs at www.swduncan.com and www.recordingthoughts.com, where he writes about competitive intelligence, the printing industry, and various other topics. He lives with his wife and three daughters in Milwaukee, Wisconsin.



Competitive Intelligence and Social Media

Social media can be a powerful ally when researching companies and people. In this 30-90 minute talk attendees will learn what social media platforms yield the best data, how to make use of them, and how to use them to create success in the workplace.

Practical competitive research for small business

This 60 minute talk prepares leaders who want to know more about their markets and competitors in a practical, sustainable way. Using mostly free tools and techniques, attendees will leave with the ability to increase their business insight without disrupting their own productivity.

Expert in a week

Need to learn about a product category or a new area of technology quickly? Learn tricks and tips in this 60-minute presentation, and next time you will be armed with what you need to become an expert in a week.

Simple project management on paper

There are many personal productivity systems out there today, and many complicated tools have been developed to support them. I've found great success, however, in using simple sheets of paper and file folders. This short talk shows my system and how to gain new productivity in your life.

Pen and Paper

With the advent of technology these old standby tools have lost some of their following, but many are re-discovering their value. In this presentation the audience will see pen and paper from a new perspective, covering the history of paper and writing, the current state of the art, and how old fashioned tools and techniques still have advantages over modern technology.

Steve's Audiences Include:

*The Printing Industries
Market Research Institute*

The Publishing Institute

*The Society of Competitive
Intelligence Professionals*

*The National Investor
Relations Institute*

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