

# Stephen Shapiro

## Author and Innovation Consultant

Please contact a GDA agent for information.

### Topics

- Business
- Business Growth / Strategy / Trends
- Disruption
- Innovation / Creativity
- Teamwork / Teambuilding

### About Stephen Shapiro

For over 20 years, Stephen Shapiro has presented his provocative strategies on innovation culture and collaboration to audiences in over 50 countries.

Stephen cultivates innovation by showing leaders and their teams how to approach, tackle and solve their business challenges. Applying the knowledge he has accrued over decades in the industry, Stephen is able to see what others can't: opportunities to improve innovation models and the cultures that support them.

During his 15-year tenure with the consulting firm Accenture, he led a 20,000-person innovation practice. He is the author of six books, including "Best Practices Are Stupid," which was named the best innovation and creativity book of 2011 and he has been featured in numerous publications including *Newsweek*, *Entrepreneur Magazine*, *SUCCESS Magazine*, *The Wall Street Journal*, ABC News, and CNBC. His latest book, *Invisible Solutions*, was published in 2020.

Today, Stephen continues to focus on transforming the way businesses, like 3M, P&G, Marriott, Nike, NASA, USAA and Microsoft, improve innovation practices through customized keynote speeches, advisory engagements and other services. Passionate and captivating, Stephen's high-energy approach to innovation gets audiences out of their seats and into new ways of thinking about their business challenges.

Stephen is the recipient of the Certified Speaking Professional (CSP) designation, National Speakers Association's highest earned designation. In 2015 he was inducted into the Speaker Hall of Fame.

### Select Keynotes

- **Innovate the Way You Innovate - Increasing Your Innovation ROI Tenfold**

Well-intentioned leaders, in their attempts to boost innovation, are inadvertently destroying it. What if "thinking outside the box" actually kills innovation? What if failure is not a necessary component of innovation? It's time to innovate the way you innovate. During this interactive keynote, you will discover that innovation isn't just about generating occasional new ideas; it's about staying consistently one step ahead of the competition. This educational experience brings to life the concept in Stephen Shapiro's latest book: "Best Practices Are Stupid." You will discover why: ? you don't want to innovate everywhere. Avoid trying to improve every aspect of your business. Instead, "innovate where you differentiate." Focuses energy where there is the greatest potential impact. ? asking for ideas is a bad idea. Avoid suggestion boxes or abstract questions. They create a lot of noise and wasted energy. Instead, provide well-framed challenges to increase creative output. "Don't think outside the box, find a better box." ? expertise is the enemy of innovation. Breakthroughs are rarely developed by experts within your industry or area of specialization. Instead, reframe your challenge to find solutions elsewhere. This keynote is customized to address the specific topics of greatest interest to your audience.

- **Creating a Pervasive Culture of Innovation - Innovation for Innovators**

You've decided to invest in innovation. You have a team of innovators ready to change your culture. But where do you begin? This presentation is designed specifically for individuals tasked with making innovation a reality in your organization. We address a wide range of issues such as: Why failure is bad but experimentation is good How to measure innovation to ensure you are innovating efficiently What organization structures help push innovation to the lowest levels of the organization How to identify your organization's differentiator and its impact on innovation How to motivate everyone in the organization to participate in innovation How to maximize your innovation ROI with a challenge-centered approach The "Innovate the Way You Innovate" presentation provides the basics. This presentation provides the specifics necessary for any company to create a pervasive culture of innovation.



- **Personality Poker - Creating High Performance Innovation Teams**

Contrary to conventional wisdom, opposites do not attract. As a result, in business, we tend to surround ourselves with people who are similar to us. Although this is great for efficiency, this lack of diversity can kill innovation. How can you increase your innovation potential? Come play poker with author Stephen Shapiro. While playing this fast-paced, highly interactive game, you will discover: ? Your primary innovation style and your innovation blind spots ? Why the person you like the least is the person you need the most ? How to create a high-performing innovation team that leverages divergent points of view This is the most interactive keynote you will ever experience. And we have done it with audiences as large as 1,000 people. This is an incredible way to kick off your conference as it will set the tone for the rest of your event.

- **Making the Impossible Possible - Creative Thinking for Front-Line Employees**

Are you looking for a presentation that will help everyone in your organization be more creative? If so, this is the presentation for you. We use a number of different techniques that will increase the quality of solutions you receive from each and every employee. Making the impossible possible. This fun technique has its roots in magic and is fundamentally different than how most people solve problems. Make connections. Most people solve problems through their "expertise" lens. But this limits potential solutions. Instead find someone else who has solved a similar problem. Predict what the competition will do. A good source of creative inspiration is to look at what you fear your competition will do... and then beat them to the punch. Speaker's Corner. Inspired by Speaker's Corner in Hyde Park, London, this technique is a free-market approach to developing solutions. It is fast, fun, and wildly efficient.

### Select Book Titles

- **2011:** Best Practices Are Stupid: 40 Ways to Out-Innovate the Competition
- **2010:** Personality Poker: The Playing Card Tool for Driving High-Performance Teamwork and Innovation
- **2008:** Little Book of BIG Innovation Ideas
- **2006:** Goal Free Living: How to Have the Life You Want NOW!
- **2001:** 24/7 Innovation: A Blueprint for Surviving and Thriving in an Age of Change

### Select Articles

- [Do You Know What Makes Your Company Distinctive?](#)

Harvard Business Review

- [Innovate the Way You Innovate](#)

European Business Review

- [4 Great Ways to Make Breakthroughs](#)

Success Magazine

### Select Testimonials

Your presentation was intellectually witty and captivating. You provided the audience with a relevant and timely prescription for identifying extraordinary solutions to well-defined questions.

– *Colleen Barros, Deputy Director for Management, National Institutes of Health*

The success of your presentation began long before you stepped in front of the audience. You delivered much more than a speech; you delivered lasting results. I would highly recommend you to any organizations who is serious about making innovation a reality.

– *Daniel Kaus, BP Lubricants*

Steve exemplifies innovation in his personality and how he approaches life, work and others. I would strongly recommend him to any person or organization looking to instill these attributes in their life or work.

– *Julie Meringer, Vice President, Forrester Research*

Stephen's passion for innovation is infectious. His mandate to focus innovation relentlessly on well-articulated problems has caused an internal shift in mindset and approach for our innovators. Stephen delivers both in a way that is truly inspirational and actionable."

– *Laurie Heltsley, Director of Innovation and Strategic Projects, Procter & Gamble*

Very entertaining, but more importantly, extremely informative and thought provoking.

– *Mary Beth Reidy, Executive Director, The Conference Board*

Stephen brought incredible energy and highly relevant messages that made it possible for us to rethink our innovation principles and extend them to our customer-facing functions ... Stephen has a fun and highly infectious style and could be an asset to any organization trying to make innovation a reality.

– *Robin Torgerson, Vice President of U.S. Sales Excellence, 3M*

Your interactive presentation captivated the audience and received great feedback from attendees.

– *Steve Craft, Deputy Director of Strategic Relations Office, NASA*

His talk exceeded our already high expectations. Several audience members said out loud, "this is so perfect" as he was speaking. When he was done he received a standing ovation, unusual for our group.

– *Victoria Cliche, Executive Director, Creative Education Foundation*