

Gabor George Burt

Business Transformationist, Innovation Pioneer, Founder of the Slingshot Framework

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Topics

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About Gabor George Burt

Meaningful innovation isn't about expensive, time-consuming inventions – it's about creative, new combinations of things that already surround you. Gabor George Burt calls this the "Innovation Shortcut."

A mastermind of innovation, creativity and strategy, Burt empowers and enables individuals and organizations to re-imagine boundaries – to overstep perceived limitations, and to continuously rethink and reinvent what they do. This approach is the critical basis of staying relevant and is at the heart of Burt's critically acclaimed Slingshot Framework, a proven and universally applicable methodology linking systemic creativity with smart strategy.

The foundation for Slingshot is Burt's work as one of the leading experts of Blue Ocean Strategy, regarded as the new millennium's most influential business strategy. He contributed case study material to the best-selling book of the same name and also originated the most popular blog on the topic. Burt's own book, "Slingshot: Re-Imagine Your Business, Re-Imagine Your Life" is widely embraced for its entertaining, atypical approach to teaching the importance of and providing the blueprint for rediscovering – and utilizing – our latent creativity for success in business and in life. The book is positioned as an exclusive resource for Burt's clients and partners.

A renowned advisor and speaker, Burt is actively involved in shaping strategy for a diverse group of international clients, ranging from top multinationals and governments to start-ups and NGOs. Among numerous prominent appearances at world-class events, he gave the opening presentation at the World Marketing Forum, and was the architect and host of the Forum for Partnership in the Americas, an influential gathering of business and government leaders. Burt regularly contributes expert insight to leading business publications, and is a highly regarded source for interview commentary for major television, radio and newspaper networks.

Burt holds a BA in psychology and economics from Amherst College, as well as an MBA from INSEAD, France.

Select Keynotes

- **How to Make Your Business Indispensable**

Future-shaping companies know that satisfying clients and customers is no longer enough. You have to delight them through every part of their experience with you. But there is an approach to servicing your customers that is even more powerful than delight. One that enables you to continuously renew and broaden your offering and remain indispensable. That approach is customer infatuation. From this session, you will learn to:

- ◊ Turn your customer 'Pain Points' into 'Points of Infatuation', thereby transforming the weakest part of their experience with you into the strongest
- ◊ Use this transformation process to create an ongoing cycle of 'Infatuation Intervals', giving you a golden platform to continuously refresh your offering and stay indispensable to your customers
- ◊ Apply the "Innovation Shortcut" to elicit customer infatuation: Instead of outright invention, simply combine already existing components in powerful, new ways to create new customer value

Adopt a strategy of strong growth by always stretching the boundaries of how you define your value proposition

These themes are presented by Gabor George Burt in a high-energy, interactive format, drawing on powerful examples and engaging anecdotes.

- **Key to Staying Relevant: Re-Imagining the Boundaries of Your Business**

In today's borderless business environment, you are either actively shaping the future of your market space, or you are left in the wake of others who are. Gabor George Burt reveals how you can be among the future-shapers. His Slingshot Framework enables you to redraw market boundaries in a way that assures the ongoing relevance and growth of your organization.

Through his engaging, interactive talks and workshops, Burt distills the complexity of strategy formation into the simple, intuitive steps of the Slingshot Framework, teaching you to:

- ◆ Stretch the definition of your business to discover new markets of high relevance and impact
- ◆ Transform the weakest points of your customers' experience into the strongest
- ◆ Aim beyond satisfying your customers, by keeping them continuously infatuated

Embrace the 'Innovation Shortcut', by unlocking powerful combinations of already existing components that lead to boundary-breaking, new customer value

- **Rocket Fuel: Unleashing the Collective Imagination of Your Organization**

We are in the midst of an acute creativity crisis. A survey of 100,000 people by interesting.org found that 98% believe creativity is important for their work, yet only 45% consider themselves creative and a mere 2% think that their place of work fosters creativity. The challenge is formidable.

The good news, says Gabor George Burt, is that creativity is an immensely powerful, abundant and completely free resource we all possess. However, it is vastly underutilized by both individuals and organizations. Through his engaging, interactive talks and workshops, you will learn to activate and channel creative thinking as a key driver of your organization's growth and success. You will gain the tools to:

- ◆ Link systematic creativity with smart strategy
- ◆ Achieve strong customer loyalty, expanded relevance and sustained growth
- ◆ Align your organization around the pursuit of creative transformation
- ◆ Maximize the engagement and intellectual contribution of your workforce

- **Where are your Blue Waters? – Strategy of Creative Transformation**

Most companies are unable to find Blue Oceans – market spaces all to themselves. And if they do, they face the difficult challenge of maintaining them and discovering new Blue Oceans. So how can you find ongoing market spaces of high customer value and no competition? You create them.

A leading expert on Blue Ocean strategy, and the architect of the Slingshot Framework – which is the evolution of his BOS work – Gabor George Burt exposes the strategic mindset and critical innovation path to creating continuous 'Blue Waters', allowing your organization to achieve high growth, sidestep competition, and shape its environment on 3 levels simultaneously:

- ◆ **Blue Lake:** Optimize and refresh your current value proposition
- ◆ **Blue Sea:** Expand into broader market space of heightened relevance
- ◆ **Blue Ocean:** Create new value proposition at intersections with other industries

Select Articles

- [Keeping Customers Continuously Infatuated](#)
- [What We Can Learn from One of the World's Most-Mocked Cars](#)