

Diana Kander

Serial Entrepreneur; Innovation Consultant; New York Times Bestselling Author

Please contact a GDA agent for information.

Topics

- Business Growth Strategies & Trends
- Entrepreneurs
- Innovation & Creativity
- Peak Performance

About Diana Kander

A serial entrepreneur who entered the United States as a refugee from Ukraine at the age of 8, Diana had launched and sold millions of dollars worth of products and services by her early thirties. Today, she is an innovation consultant, keynote speaker, and New York Times bestselling author whose books have been taught in over 100 universities.

As a consultant, Diana has helped create multi-billion dollar products, coached boards and executive committees on innovation best-practices, and implemented culture transformations. She brings these experiences to each and every keynote, delivering entertaining case studies and perspective shifting stories.

Diana has truly cracked the code on how Curiosity can serve as the catalyst for exponential growth, and she thrives on helping audiences understand that they can get better results if they learn how to ask better questions.

Select Keynotes

- **Unleash Your Curiosity**

For All Company Meetings

Want an incredible opening keynote that makes participants more engaged in every session? Then teach them how to harness their curiosity!

Based on her book, *The Curiosity Muscle*, Diana's high-energy keynote shows us how we can level up our simple questions to get significantly better results and drive innovation. That includes the questions attendees are reflecting on throughout your event!

She helps participants understand that the longer they've been doing something, the more likely it is that their expertise has also created some blind spots. Blind spots that could be huge opportunities for growth. She demonstrates how we struggle with additive bias (looking to add more things to our plate to solve a problem), when taking something away would be the much more optimal solution. And she helps attendees understand how our natural desire to be right gets in the way of our learning and improvement.

Through hilarious case studies and interactive exercises, Diana will leave your audience excited to learn and open to changing how they see the world.

ROI & Key Outcomes:

- How to institutionalize curiosity, asking better questions to stay competitive and relevant to your customers
 - How to determine blind spots within your organization and avoid falling into the "expert trap"
 - How to create a more innovative culture that leads to results and drives growth
- **Innovate to Sell: Unlock Your Sales Potential with Curiosity and Focus**

This high-energy keynote is designed to equip sales teams with the tools and mindset to drive results in today's fast-changing marketplace.



Using principles from Diana's book *Get Curious & Grow*, this session will help your sales team:

1. Prioritize What Matters Most:

Master the **1-10 Filter** to identify and focus on the most impactful sales opportunities while eliminating distractions. Learn to say "no" to what doesn't drive results and "yes" to what truly matters.

2. Eliminate the Noise:

Use the **Kill the Zombies** framework to hunt down and remove low-value activities, outdated processes, and unnecessary meetings that drain your energy and time.

3. Reimagine Your Approach:

Tap into the power of the **Blank Sheet Method** to break free from traditional sales strategies and imagine new, innovative ways to connect with clients and close deals.

4. Learn from Successes:

Discover how to use the **Learn from the Wins** habit to identify patterns in your successes, refine your strategies, and continually improve your sales performance.

Attendees will leave this session inspired and equipped with practical tools to innovate their approach, deepen client relationships, and exceed their sales targets.

Select Book Titles

- **2023:** Go Big or Go Home
- **2018:** The Curiosity Muscle: How Four Simple Questions Can Uncover Powerful Insights and Exponential Growth
- **2014:** All In Startup: Launching a New Idea When Everything Is on the Line

Select Articles

- [5 Ways to Get Your First Customer](#)

Entrepreneur, October 2014

Select Testimonials

"Diana's talk was amazing. It was one of the most talked about presentations at our two day event - both over social media and in person at the event itself. She was funny, engaging, thought provoking and truly able to connect with the audience - and it definitely showed. The gushing praise we received from our attendees was overwhelming."

— *Big Omaha*

"Diana Kander and Andy Fromm offer a powerful and persuasive argument. What ultimately undermines companies isn't the wrong strategy, sloppy marketing or inadequate financing. It's lack of curiosity. This fun business fable will show you how to institutionalize curiosity and avoid the blind spots that trouble most organizations. "

— *Daniel H. Pink, New York Times and Wall Street Journal Bestselling Author*

"The Partnership was extremely happy with Diana Kander's presentation at our annual breakfast. We received a significant number of positive comments from a cross section of the community; economic development investors, elected officials and entrepreneurs. Diana's presentation was thought provoking and left attendees with an understanding of how they can become involved and assist growing startup companies in our community. Diana was very engaging, entertaining and gave timely advice. Obviously Diana is an expert in the field."

— *Lincoln Partnership for Economic Development*

"Diana Kander's All in Startup and the training that she provided my product management team contains the principles that can make a significant impact on our organization's business results. My team really enjoyed the hands on interaction with Diana and the mentoring that she provided. The level of engagement from Diana made it really meaningful and much more personal. Most importantly the training has provided a roadmap for transforming our business into a more entrepreneurial company."

— *Perceptive Software/Lexmark*

Select Client Feedback

Diana was amazing! Our attendees loved her!

– **Susan Girsch** *Rochdale Paragon Group*