

# Mike Maddock

**Founding Partner & CEO of Maddock Douglas, Serial Entrepreneur, Inventor, and Writer**

Please contact a GDA agent for information.

## Topics

- Business
- Business Growth / Strategy / Trends
- CEO
- Entrepreneur
- Innovation / Creativity
- Teamwork / Teambuilding



## About Mike Maddock

Mike Maddock is an entrepreneur, an inventor, a writer and a keynote speaker. Mike calls himself an Idea Monkey because he loves to solve problems with disruptive ideas. This passion for problem solving led him to establish Maddock Douglas, Inc. in 1991. Maddock Douglas has become an internationally recognized innovation agency that helps leading corporations invent and launch new products, services and business models. It is the perfect place for Idea Monkeys and the (Ring) Leaders who keep them on track.

Entrepreneurship is a big part of Mike's life and he has launched six successful businesses. He also cochairs the Gathering of Titans entrepreneurial conclave at MIT, he is past president of both Entrepreneurs' Organization and Young Presidents' Organization, both chapters located in Chicago.

A doodler, turned cartoonist, turned author, Mike has been using words and pictures to get laughs and build ideas his entire life. Today, Mike is a featured columnist for Bloomberg Businessweek and Forbes and author of four books about entrepreneurship and innovation: Plan D (which is about Disruptors), Free the Idea Monkey (which is about balancing vision and execution) and Brand New (which is about how great brands invent and launch new products, services, and business models).

Mike is a highly rated keynote speaker and has a passion for inspiring and empowering innovation leaders by helping them build the types of culture and processes that lead to new product success.

## Select Keynotes

### • Balancing Imagination and Execution

Is your team better at creating big ideas or masterful execution? This fun and interactive keynote speech is based on Mike's bestselling book **Free the Idea Monkey** to focus on what matters most. Your team will see how the most successful companies manage the healthy and essential tension between the divergent and convergent thinkers on your team; The Idea Monkeys and the Ringleaders. In the end, they will realize that everyone is a hero in this story.

Key takeaways include:

- How to identify the ideas that will create the biggest impact
- Simple processes to maintain the proper balance between ideas and execution
- Why Idea Monkeys and Ringleaders are both essential to create disruption
- The innovation portfolio model that leading companies use to maintain balance
- Techniques to get the most out of your visionaries and operators

### • Create the Leadership Culture You Need To Succeed

Is your executive team ready to lead the innovation charge? This full-day boot camp for your top executives and partners is designed to help businesses learn the proven, fundamental innovation methods that Fortune 100s use to get the most out of their people, their processes and their intellectual property. The Innovation Boot Camp is designed to jump-start your team and provide the common language, focus, tools and

momentum to heighten the likelihood of success.

Key takeaways include:

- ◊ How to use global experts to infuse outside perspectives
- ◊ Training on the necessary, proven steps that ensure success
- ◊ How to audit, prioritize and manage an innovation portfolio
- ◊ Methods to consistently create bigger ideas
- ◊ The top 10 reasons new products fail and what to do about each

## • **DRAMA-FREE CREATION**

Drama sucks. It sucks energy; it sucks fun; it sucks the creativity out of even the most resilient teams and relationships.

This presentation has been highly rated on corporate, couples and family retreats. It is designed to keep leadership teams, partners and couples focused on great outcomes. It gives them the awareness, frameworks and language to recognize and move quickly from complaining to creating. It will help you and the people you care about the most create a drama-free future.

Key takeaways include:

- How to immediately recognize drama
- Your role in drama and how to instantly change it
- The three questions that move people from being a victim to being a creator.
- How to be a better boss, parent, partner and friend

## • **Getting INNOVATION UNSTUCK**

How can a sophisticated organization, be so committed to a life-or-death mission — innovation — but still not achieve it? This was the innovation paradox Mike wrote about in his first book **Brand New: Solving the Innovation Paradox**.

This presentation is designed to help your team get unstuck. It turns out that there is a predictable pattern of where and how innovation teams get. Better still, there are proven and reliable ways to get your team unstuck, accelerating innovation success in your company.

Mike regularly gives this presentation on executive and board retreats. It contains valuable data that helps teams benchmark their innovation progress.

Key takeaways include:

- ◊ You have heard of Maslow's Hierarchy of Needs, now you will understand the Innovator's Hierarchy of Needs
- ◊ Four places teams get stuck on the innovation journey and how to avoid them
- ◊ The critical difference between invention and innovation

## • **INNOVATION BOOT CAMP**

Is your executive team ready to lead the innovation charge? This half, or full-day boot camp is designed to help businesses learn the proven, fundamental innovation methods that Fortune 500s use to get the most out of their people, their processes and their intellectual property.

The Innovation Boot Camp is designed to jump-start your team and provide the common language, focus, tools and momentum to heighten the likelihood of success.

Key takeaways include:

- ◊ How to create both evolutionary and revolutionary ideas
- ◊ 3 proven steps that ensure innovation success
- ◊ How to audit, prioritize and manage an innovation portfolio
- ◊ Fun techniques to consistently create bigger ideas
- ◊ The top 3 reasons big ideas fail and what you can do to overcome them

## • **Innovation Unstuck**

Learn how and why innovation teams get stuck and proven ways to break them free. How can a sophisticated organization be so committed to a life-or-death mission — innovation — but still not achieve it? This was the innovation paradox we wrote about in our first book *Brand New: Solving*

Sadly, years later, research shows that the paradox is more pronounced today than ever. Companies are still getting stuck despite 84 percent of CEOs saying innovation is critical to their strategy (a 20 percent jump since we wrote the book). The good news is that the pattern of where and how innovation teams get stuck is predictable. Better yet, there are proven and reliable ways to get your team unstuck, accelerating innovation success in your company.

## • **PLAN D—BE THE DISRUPTOR!**

What do Oprah Winfrey, Elon Musk, Richard Branson and Walt Disney have in common? They are all Disruptors, which means they know how to blow sh\*\* up for the good of the whole.

Do you?

Boxer Mike Tyson famously said, “Everyone has a plan until you get punched in the mouth.” Today, leaders are being “punched in the face” by the confluence of game-changing technology, aggressive entrepreneurs and impatient consumers. This leaves winning leaders with three choices: They can be the Disruptors themselves, partner with Disruptors, or learn how to manage Disruptors even better.

This keynote presentation is based on Mike’s best-selling book Plan D. It is a highly entertaining talk that focuses on the unexpected, amusing and replicable superhero powers of business Disruptors. Mike will teach you how to dream, drive and deliver like the “crazy ones.”

Key takeaways include:

- ◊ The three keys to being the Disruptor—not the disrupted
- ◊ Disruptor frameworks that you can easily “parallel engineer” (read: steal)
- ◊ How Disruptors find a yin for their yang
- ◊ Why Disruptors believe in ghosts (and you should too)

\* This fun, interactive presentation was the second highest at the YPO Regional Couples Retreat in Telluride, Colorado. Mike finished second to a sex therapist at a couples retreat. He can live with this outcome. So can his wife.

## **Select Book Titles**

- **2019:** Plan D: Lessons from the World’s Most Successful Disruptors
- **2012:** Free the Idea Monkey
- **2012:** Flirting with the Uninterested, Innovating in a Sold Not Bought Category
- **2011:** Brand New: Solving the Innovation Paradox – How Great Brands Invent and Launch New Products, Services, and Business Models

## **Select Testimonials**

“As always, Mike was an absolute pleasure to work with and he knocked it out of the park! The audience really connected with him during his presentation, and I know they appreciated his energy and engagement. I really hope to work with Mike more in 2015 — he makes my job so much easier and I know I can always count on him for a stellar presentation!”

— *Betsy Shea, Education Consultant, The Learning Studio, Inc.*

“I thoroughly enjoyed your presentation. As a life-long learner, I attend a significant number of presentations on a wide variety of subjects. I am tough to impress; you are impressive. Enough said.”

— *Nikki Sullivan, Director of Continual Improvement, General Kinematics*

“Mike was one of the highest rated Vistage Executive Summit speakers from all 2014. His presentations brought in scores of 4.6 and 4.7 on a scale of 1 – 5, making him one of this year’s biggest success stories. He brings a fantastic energy, great insights and practical takeaways that resonate with CEOs and other business leaders.”

— *Steve Dobbins, SVP Member Engagement, Vistage*