

Bill Stainton

29-Time Emmy Award Winning Hall of Fame Speaker on Innovation, Creativity, and Breakthrough Thinking

Please contact a GDA agent for information.

Topics

- Innovation / Creativity
- Leadership

About Bill Stainton

Bill Stainton, CSP, CPAE is a 29-time Emmy Award winner and a Hall of Fame keynote speaker. As the producer of the longest-running, highest-rated, and most award-winning comedy TV show in the United States, he led his innovative team to over 100 Emmy Awards of their own, and ten straight years of #1 ratings. Along the way, he worked with—and learned from—people like Jerry Seinfeld, Ellen DeGeneres, and Bill Nye the Science Guy.

He is passionate about demystifying innovation, and empowering innovation in *everyone*. His overriding message is that innovation is *not* just for the "gifted few." In fact, as Bill says, we are *all* the gifted few—and he proves it in every program.

Bill is the author of *The Innovation Blueprint*, *The Executive Producer*, and *Lead Like the Beatles*, has been cited in *Forbes* and *The Wall Street Journal*, and has been a regular columnist for *Seattle Business* magazine. He's written hundreds of articles on the topics of Innovation, Creativity, and Breakthrough Thinking. His TEDx Talk on the subject has been seen by over a quarter of a million people (and counting).

Professionally, Bill is a CSP (Certified Speaking Professional), the speaking industry's highest earned international measure of excellence. Fewer than 5% of professional speakers worldwide have achieved this designation. And in 2019, Bill was inducted into the **Speaker Hall of Fame**, joining fewer than 200 speakers in the world in this exclusive club.

All of this from a guy who grew up behind a dairy farm in the Amish countryside of Lancaster, Pennsylvania. A strange start, perhaps, for someone who then spent 20 years in television, rubbing shoulders with celebrities and rock stars (he's played drums with members of Nirvana, Pearl Jam, and the Who). But it all comes together on stage, where Bill brings his unique life experience to every customized program.

Bill is passionate about innovation and creative thinking. He has helped thousands of people in hundreds of organizations—like Microsoft, Boeing, Amazon, and Nike—generate breakthrough ideas by tapping into their own natural creativity and innovation.

On a personal note, Bill is also a pilot and a musician, although rarely at the same time.

Select Keynotes

- **Connect the Dots: Breakthrough Thinking in a Competitive World [Note: Bill routinely customizes this title for each engagement.]**

THE CRITICAL SKILL FOR TODAY'S LEADER! Change happens quickly in the 21st century, and the leader who can think creatively—on demand—will have the edge over the competition.

That's because right now we're living in a world where—in the eyes of our customers, our clients, our members—the distinction between us and our competitors is razor thin. We're living in a world where the rate of change has never been faster. We're living in a world where the next breakthrough idea wins—and if it's not ours, we could be one innovation away from irrelevance. The good news is that if it *is* ours, we could be one innovation away from brilliance!

For 15 years, 29-time Emmy Award winning Executive Producer and keynote speaker Bill Stainton had to be innovative—on demand—each and every week. And he found that creative solutions are not a matter of "waiting for the lightning bolt"—they're about specific, learnable techniques that spark innovation. Bill, the author of *The Innovation Blueprint*, knows those techniques because he implemented them. Every week. For 15



years. And he can teach you and your team how to implement them as well.

Takeaways:

- ◊ Debunk—for good—the myth that some people (and some industries) just aren't innovative.
- ◊ Discover what the creative process *really* feels like, so that you can reproduce it on demand.
- ◊ Learn the 2 critical skills for breakthrough thinking.
- ◊ Uncover how a Trappist monk helped to create a revolutionary, multi-billion dollar business.
- ◊ Gain hands-on tools for elevating your innovative thinking.

AVAILABLE AS AN IN-PERSON OR A VIRTUAL PROGRAM

• Innovation for "Non-Innovators"

THE FIRST THING YOU HAVE TO KNOW IS THAT THE TITLE IS A LIE. There is no such thing as a "non-innovator." There are only people who don't *believe* they are innovative.

You probably have a number of these people on your team, which is *great* news. It's great news because it means you've got an untapped gold mine at your fingertips.

In this energetic, entertaining, and enlightening keynote program, Hall of Fame speaker Bill Stainton will prove that *everyone* is an innovator—including everyone on your team! Imagine—really, imagine—if everyone on your team went to work every day, took a look at your business, and asked, "How can I make this better?" *That's* the mindset of an innovator!

For 15 years, 29-time Emmy Award winning Executive Producer and keynote speaker Bill Stainton had to be innovative—on demand—each and every week. And he found that creative solutions are not a matter of "waiting for the lightning bolt"—they're about specific, learnable techniques that spark innovation. Bill, the author of *The Innovation Blueprint*, knows those techniques because he implemented them. Every week. For 15 years. And he can teach you and your team how to implement them as well.

Takeaways:

- ◊ Discover the *one* thing that separates innovators from non-innovators (and how to use it to your advantage).
- ◊ Learn the truth about what innovation *really* is (and what it *really isn't*).
- ◊ Find out what the "Homer Simpson moment" is, and how innovators treat it differently than the rest of us.
- ◊ See how "asking a different question" in a moment of desperation led to the creation of a cultural icon.
- ◊ Receive a simple tool for connecting *your* breakthrough ideas with those of your fellow attendees.

AVAILABLE AS AN IN-PERSON OR A VIRTUAL PROGRAM

• Elite Innovation Lab

THIS IS NOT A KEYNOTE. THIS IS THE PERFECT *ADDITION* TO ANY OF BILL'S KEYNOTES ON INNOVATION.

During Bill's keynote, you learned what innovation *really* is, and how you (yes, *you*) can put it to use within your team.

Now it's time to do just that.

During this invitation-only **application session**, you'll roll up your sleeves and apply Bill's innovation tools and techniques *specifically* to a challenge, problem, or opportunity that you are currently facing. The relevance of this session is guaranteed, because *you yourself*, in conjunction with your team, will actually choose the issue(s) you want to work on.

Depending on the length of your Lab (anywhere from 1 to 3 hours), you'll apply multiple innovative approaches to your business, all under the guidance and facilitation of innovation expert Bill Stainton.

Specific takeaways are up to you and your team, but you can expect to:

- ◊ generate dozens of creative and innovative solutions to your most pressing business challenges and opportunities
- ◊ experience highly effective innovation tools and techniques first-hand, so that you can use them over and over again whenever you want
- ◊ learn how to look at your business in new and different ways—including ways that your competition would never think of
- ◊ discover that you and your team *are* innovative, and that innovation is actually much easier than you think
- ◊ laugh a *lot*, because creativity, innovation, and laughter go hand-in-hand

AVAILABLE AS AN IN-PERSON OR A VIRTUAL PROGRAM

- **2019:** The Innovation Blueprint: A Step-by-Step Framework for Breakthrough Ideas
- **2015:** The Executive Producer: Lessons in Leadership From a 29 Time Emmy Award Winning TV Producer
- **2014:** Lead Like the Beatles: How Four Young Men Reinvented and Dominated an Industry...and How You Can Too
- **2008:** The 5 Best Decisions The Beatles Ever Made

Select Testimonials

What a huge success!! Many, many attendees (yes, LAWYERS) said it was the best, most productive, and most motivational firm meeting they had ever attended. TOP OF THE CHARTS!! Thank you Bill!!!!

— Denise Drake, Spencer Fane Britt & Browne

Your absolutely unique combination of humor, insight, and experience was the perfect way to kick off our three-day event. People were referring back to your program throughout the entire conference! I saw lots of note-taking and heard lots of laughter. You delivered everything I could have asked for and more. And the standing ovation you received is a testament to how much the audience appreciated you!

— Derrick Eberle, American Society of Landscape Architects

You are the easiest speaker to work with that I've experienced in my 13 years of being a meeting planner. Both times I've hired you, you arrived early, did your sound check...and then helped us lug boxes around, set up centerpieces, distribute flyers, and then ask what else you could do to help. For a guy who's won 29 Emmy Awards, there is nothing prima donna-ish about you!

— Jay Raish, Board of Industrial Insurance Appeals

Your presentation was tailored to PERMA perfectly; I couldn't believe how personalized it was! I know that had a huge impact on our group and made them feel like the stars. We got a ton of positive feedback onsite and I know that more of it is coming via our survey. Really, seeing the whole group on their feet clapping at the end is survey enough for us; standing ovations are definitely reserved for remarkable presentations!

— Karen Braman, Public Employer Risk Management Association, Inc.

Bill was educational, energetic, entertaining, and he got the audience excited. In addition, he provided some of the most creative presentations I have ever seen. He studied his audience prior to delivery, he used pop culture that was targeted to his audience, he was interactive throughout his presentation, and he provided knowledge that was interwoven with humor. In my role as the Senior Manager for a government agency for 26 years, I was responsible for providing education and training to thousands of bureaucrats, elected officials, and economic development practitioners—and Bill consistently scored the highest marks of any presenter.

— Maury Forman, Department of Community Trade & Economic Development

Having worked with you before, I knew I could count on you to deliver a great keynote program. But judging from the comments I received from our attendees, you surpassed even my high expectations! You really did your homework, dug deep, and got to know us! As one attendee said, "There were times when it felt like I was listening to an incredibly entertaining industry insider!"

— Patty Anderson, Washington Association of Landscape Professionals

I really appreciate that, as the closing speaker, you were able to seamlessly incorporate not just our theme, but virtually everything that had occurred at the Summit up to that point. And your knowledge of the Credit Union industry made it seem like you had written your entire program exclusively for us. You had several hundred seasoned Credit Union leaders eating out of your hand. I couldn't ask for a better closing to a great Summit!

— Ranel Smith, Credit Union Association of the Dakotas

Bill had our audience fully engaged, and howling with laughter throughout the presentation. The reviews from our event attendees

overwhelmingly found his presentation to exceed their expectations, and offered exceptional take away lessons to apply to both their personal and professional life.

— *Stacey Gunnerson, Community Transit*