

SPEECH TOPICS AND OUTCOMES

BANNING THE “YES, BUT...”

Cultivating imagination to drive meaningful results

Too often, incredible ideas are prematurely killed when well-intentioned colleagues become the self-appointed “idea police,” pointing out all the shortcomings of an initial concept. In this energizing session, Susan Robertson draws on the core principles of improv to help audiences’ harness – rather than restrict – imagination. Participants will learn specific, practical, and powerful skills that can be used to liberate creativity and innovation, driving growth and transformation.

From 30 years of practical experience and the most recent brain science research, this presentation is designed to help your entire organization become more innovative, agile, and inspired problem-solvers. Participants will learn to conquer creative barriers and emerge with improved critical and creative thinking skills to drive sustainable results.

Formats include keynote, seminar, or multi-day workshop.

BUILDING A CULTURE OF CURIOSITY

How to drive sustainable growth by optimizing organizational culture

Most leaders agree that building a culture of innovation is critical to long-term growth, yet few have a systematic approach to shape – and sharpen – these skills. In this enlightening and practical session, Susan Robertson combines 30 years of practical innovation experience with cutting-edge brain science to help leaders build and manage a culture of innovation.

When a culture of innovation is fully deployed, elevated organizations enjoy a wide range of improved business outcomes. Stronger competitive advantage, lower turnover, higher morale, and increased shareholder value. In this inspiring session, Susan shares a proven system to help your organization sharpen innovation and sharpen results.

Formats include keynote, seminar, or multi-day workshop.

THE SCIENCE OF CREATIVE LEADERSHIP

How innovative leaders fuel growth, creativity, and transformation

The effectiveness of prevailing leadership models continues to plummet, as the world changes at an unprecedented rate. With massive disruption in technology, global competition, and generational shifts, yesterday's leadership approach has been rendered obsolete.

In this inspiring and practical session, innovation expert Susan Robertson draws on three decades of experience and cutting-edge brain science to reveal a new model of innovative leadership. Participants learn to remove creative barriers, cultivate courage, and drive fresh thinking to meet the challenges of the day. Audience members return to the job with a new leadership framework, renewed enthusiasm for their work, and ready to tackle challenges and seize opportunities in new ways.

Formats include keynote, seminar, or multi-day workshop.

THE SECRETS OF INNOVATION FROM EDISON TO DAVINCI

How to tap into the creative genius of your entire team

We often revere individual “celebrity innovators” – people who have famously created something dramatically new and successful – and assume they have some unique quality that the average person doesn't have. Here's the secret – they don't. They have simply figured out how to regularly and consistently leverage the creative genius inherent in all humans.

In this energizing and interactive session, innovation expert Susan Robertson reveals how the secret of innovation is not in hiring some individual genius who will create your organization's future. The key to consistent innovation and growth lies in unleashing and empowering the individual and collective genius of your teams. You'll discover how each individual's unique problem-solving style contributes to the overall innovation process – and to the ultimate success of any innovation initiative. You'll learn how to best leverage all the styles, including your own, to maximize creative thinking and motivation. You'll discover surprising truths, inspiring insights, and tangible tools and tactics to drive innovation, growth, and change.

Formats include keynote, seminar, or multi-day workshop.