

# Lisa Bodell

SPEAKING + CONFERENCE CAPABILITIES

Founder & CEO of FutureThink  
Bestselling Author of *Kill the Company*  
& *Why Simple Win*



## SPEAKER BIO: LISA BODELL



- Founder & CEO of FutureThink
- Bestselling Author of *Kill the Company* and *Why Simple Wins*
- Global Leader on Culture Change focused on **Simplification** and **Innovation**

Lisa Bodell is a global leader on behavior change, whose skill-building firm has transformed hundreds of thousands of employees from Fortune 500 companies by showing them how to **Eliminate the Complexity** that holds them back and **Get to the Work That Matters**.

Her talks offer a roadmap to eradicate the workplace complexity that is killing organizations' ability to be agile, fast and innovative. In order to experience this trifecta of competitive advantage, organizations must embrace simplicity as a basic operating principle, and Lisa's content and energy move them to action.

A dynamic keynote speaker, Lisa empowers audiences with thought-provoking examples and practical techniques that ignite simplification and innovation immediately. Praise for her talks include: *"the best speaker yet -- engaging and energetic"* (Google); *"revolutionary and compelling"* (Accenture); *"incredibly unique and thought provoking"* (Mastercard Worldwide); *"immediately actionable"* (Citigroup).

With a deep understanding of best practices across industries, Lisa has contributed her expertise to a wide variety of media, including: *Fast Company*, *WIRED*, *The New York Times*, *Bloomberg Businessweek*, *Forbes*, *Harvard Business Review*, *The Huffington Post*, and *CNN*. Lisa has served on the advisory boards of the NSA, the Association of Professional Futurists, Novartis' Diversity and Inclusion Board and is an acting member of the Global Agenda Council for the World Economic Forum.

### RECENT AWARDS:



### SPEAKING HIGHLIGHTS:



# KEYNOTE PRESENTATIONS



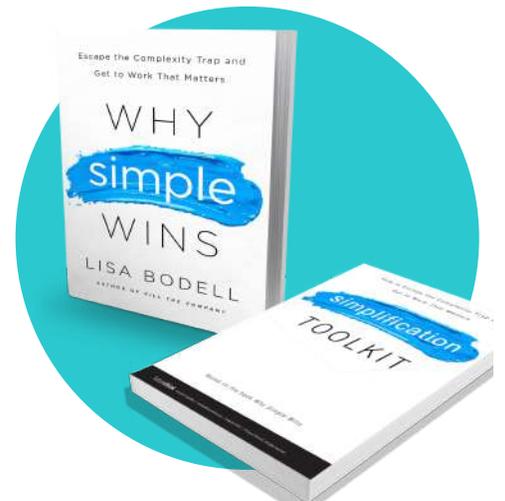
Lisa Bodell's keynotes will inspire and galvanize any audience around the topic of change. Her interactive presentations go well beyond theory and are known for provoking radical thinking and on-the-spot business solutions.

## **KILLING COMPLEXITY: Create a Culture of Simplification & Get to the Work that Matters**

*Imagine what you could do with the time you spend sitting in meetings and writing emails every day.*

Complexity is killing companies' ability to innovate and adapt, and simplicity is fast becoming the competitive advantage of our time. Drawing on research and themes from her latest book, *Why Simple Wins*, Bodell inspires leaders and their teams to proactively move beyond the feelings of frustration and futility that come with so much unproductive work in today's corporate world, to create a corporate culture where valuable, essential, meaningful work is the norm. By learning how to eliminate redundancies, communicate with clarity, and make simplification a habit, individuals and companies can begin to recognize which activities are time-sucks and which create lasting value.

Using highly engaging stories and techniques, Bodell proves that by using simplicity as an operating principle, we can eliminate the organizational and individual busywork that consumes us every day, and instead spend more time on the work that matters.



## **KEYNOTE TAKEAWAYS**

- Get informed by examples that resonate: consumers will pay more for simpler experiences; people recommend companies that exemplify simplicity; employees are brand champions in companies that operate with simplicity.
- Identify areas for simplification within your organization; Learn techniques to make simplification a habit.
- Understand which tasks take the most (unnecessary) time both individually and as a team.
- Start to create a culture of simplification and exemplify its practices.

**BONUS OPPORTUNITY:** Empower your audience immediately by pairing a breakout session with any of Lisa's keynotes, where her team of FutureThink trainers will teach the techniques to make simplification and innovation a daily practice!

# KEYNOTE PRESENTATIONS



## **KILL THE COMPANY: End the Status Quo, Start an Innovation Revolution**

*Winning innovators embrace change—do you? What holds you and your organization back from better innovating, every day?*

In too many organizations, we're stuck in the land of status quo. We've forgotten how to think differently, and lack the simple tools to solve problems creatively. The very structures put in place inside organizations to help them grow all too often hold them back. This keynote is an inspirational call to arms: to start a revolution in how we think and how we work. If you want people to approach change differently, you have to help them change their approach.

Using engaging interactivity, real-world examples and practical advice, Bodell shares how teams can actually do less to achieve more. Leaders learn why providing guardrails to their teams instead of handcuffs can reignite critical aptitudes such as curiosity, inquiry, creative problem-solving, and more.



## **KEYNOTE TAKEAWAYS**

- Everyone is a change agent.
- Change involves a toolkit, not a process.
- Reignite curiosity, inquiry and creative problem solving.
- Small changes can make a big impact.

**BONUS OPPORTUNITY:** Empower your audience immediately by pairing a breakout session with any of Lisa's keynotes, where her team of FutureThink trainers will teach the techniques to make simplification and innovation a daily practice!

[DOWNLOAD VIDEO HIGHLIGHTS REEL](#)

## QUOTES & KUDOS



“Lisa is everything you look for in a keynote speaker – she’s **insightful, engaging and energetic**. She was the top-rated speaker at our Google events and inspired the entire audience to start a simplification revolution.”

– Meredith Cherwony, Think Events at Google



“Lisa message around change and simplification is incredibly relevant and compelling. Her talk is **thought provoking, challenging and necessary** given today's complex and ever-changing business environment.”

– Camille Mirshokrai, Global Managing Director at Accenture



“Lisa is one of the most outstanding presenters I have ever seen. She passionately delivers well-articulated messages that **engage the audience and encourage action**. Her insights will become essential elements of our culture.”

– Duncan Niederauer, CEO at NYSE Euronext



“Incredible. Lisa captivated the audience with insightful, well-articulated thoughts about technologies and trends that could transform our industry. In a very short time, **she energized people to be more proactive** about shaping our future business environment.”

– Wendy Mayer, Vice President for Worldwide Innovation at Pfizer



“Lisa blew us away. Inspiring and practical. **People were up off their feet, laughing and thinking**. Cell phones were constantly going up to take pictures of her presentation. She exceeded all expectations.”

– Joan P. Lawrence-Ross, Chief Learning Officer at AXA Equitable



“Over the years, I’ve tried many ‘gurus’ to educate our leaders. Lisa is the real thing – she’s inspiring, motivating, practical, and memorable. **She ignites the possible with the audience**. She was the top rated speaker at our executive events.”

– Yusha King, Executive Learning & Development at AT&T



“Lisa made my leadership team think in new ways and helped us develop winning business ideas right in the room. **My team now embraces change and innovation** rather than fearing it.”

– Mary Fennoglio, Managing Director at Citigroup Corporate Investment Bank



“Lisa’s presentations have **transformed the way our leaders think of innovation**. Lisa provides a mix of practical, easy to use tools and inspiration which has helped to create a new mindset around how to innovate in all parts of our company.”

– Nancy Singer, Executive Director of Enterprise Learning, Merck



“Lisa’s presentation was the absolute favorite of our 3-day offsite! **I now have a totally new way of looking at simplification and innovation**. I would recommend her and her team to anyone planning an event in a heartbeat.”

– Kate Connell, VP at Delta Airlines

# PREVIOUS SPEAKING ENGAGEMENTS

Lisa Bodell speaks to tens of thousands of people each year all over the world. Below is a sampling of events across a range of business sectors:

## CORPORATE + GOVERNMENT EVENTS

- **3M:** Annual Innovation Consortium
- **Accenture:** Why Simple Wins
- **Boehringer Ingelheim:** Thinking Innovation
- **Bosch:** Leading Innovation and Driving Change
- **Citigroup:** Driving Bottom Line Innovation
- **DirecTV:** Unlocking Organizational Potential with Innovation
- **Fidelity Investments:** Global Leadership Talent Program
- **GE Commercial Finance:** Legal & Commercial Finance Innovation Summit
- **Genentech:** Leading Innovation
- **Google Think Performance:** Breaking Mental Models
- **Government of Dubai:** Leading Innovation and Driving Change
- **IBM:** Breaking the Status Quo
- **Novartis Pharmaceutical:** Igniting Innovation
- **Pfizer:** Fast Forward 2040
- **Reed Elsevier:** Driving Innovation Forward in Times of Change
- **Society for Human Resource Management:** Breaking the Status Quo
- **Time Warner:** Bold Changes
- **U.S. Government, Office of Personnel Management:** The Future of Work Leadership Panel

## ASSOCIATIONS + STAKEHOLDER EVENTS

- **TEDxNormal:** Simplification is the Key to Change
- **SXSW Interactive Conference:** Kill the Company
- **National Association of Federal Credit Unions:** Strategic Growth Conference
- **Wharton Business School:** Kill the Company
- **National Conference of State Legislatures:** Doing More with Less: Becoming a Creative Innovator
- **United States Coast Guard Innovation Forum:** Get Innovation GOING!
- **TEDxHuntington:** Kill the Company
- **The Women's Congress:** Driving Bottom Line Innovation
- **Association of Business Media Publishers' Conference:** The Future of Publishing
- **Lincoln Healthcare Event, Long-Term Care Conference:** Innovations in Healthcare/Long-Term Care
- **Institute of International Education (Fulbright Institute) Hong Kong Conference:** How Innovators Think

# ARTICLES & MEDIA



FAST COMPANY

THE WALL STREET JOURNAL

Inc.



Forbes

Bloomberg Businessweek

The New York Times

THE HUFFINGTON POST

WIRED

strategy+business

## [How Pros Innovate](#)

Forbes January 2020

## [Where will innovators come from](#)

Forbes January 2020

## [The Simplicity Vision](#)

Forbes January 2019

## [Incentivize Employees to Innovate](#)

Forbes January 2019

## [Want Teams To Fearlessly Innovate? Start By Defining Smart Vs. Stupid Risks](#)

Forbes February 2019

## [Stalled Brainstorm? Try This Trick](#)

Forbes October 2019

## [This Simple Exercise Proves Value Of Collaboration](#)

Forbes October 2019

## [The Future of Collaboration: From Head-Hunting to Team Hunting](#)

OZY presents The Future of X podcast, December 2019

## [The Best Innovation Lesson For Under \\$10](#)

Forbes May 2019

## [Stalled Brainstorm? Try This Trick](#)

Forbes October 2019

## [The Future of Work/Life Balance: From Careers to Experiences](#)

Ozy December 2019

## [How To Host Meetings That Spark Joy \(Or At Least Creativity\)](#)

Forbes February 2019

## [The Secret to Breakthrough Ideas? Asking Better Questions](#)

Forbes April 2019

## [How To Find Your Next Big Partnership](#)

Forbes April 2019

# TECHNICAL RIDER

The following outlines details for making your event featuring Lisa Bodell a phenomenal success.

## **1. PRESENTATION**

Lisa typically provides a PPT presentation with minimal video and audio imbedded. She is happy to provide her presentation to the tech/event team on a thumb drive for importing to a master computer.

## **2. SET-UP/SOUND CHECK**

Lisa is happy to work with your team on an A/V check to prevent technical issues during her talk, preferably 30 minutes before she goes on stage to prevent any technical glitches during her talk.

## **3. MICROPHONE**

For any group over 40 people, she requests a lavalier microphone.