



**Live Events**

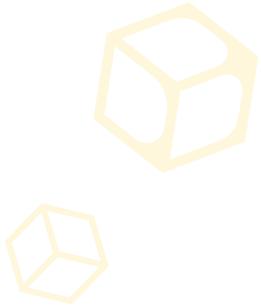
**DREW BOYD GETS  
AUDIENCES ENGAGED  
WITHIN MINUTES.**

“Guests leave with a realistic way  
to innovate and be creative.”

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75 percent of workshop attendees  
don't want to be lectured to.



**They want an experience.**

**Drew Boyd provides just that.**



# Drew Boyd

Who is he?

## **30-Year Veteran:**

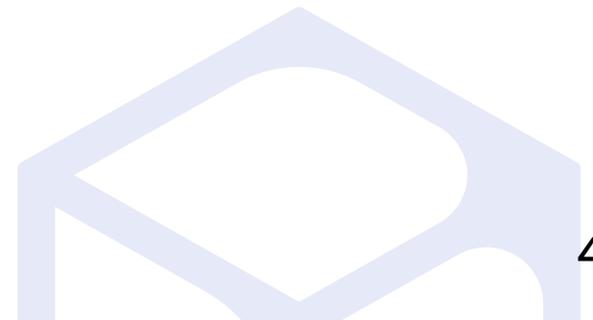
As director of Marketing Mastery at Johnson & Johnson, he created and led an internal marketing university that taught executives the skills of innovation, strategy and persuasion.

## **Professor:**

He is associate professor of Marketing and Innovation at the University of Cincinnati.

## **Industry**

Drew travels all over the world to train, consult and speak widely in the fields of innovation, persuasion and social media.



# Presentation Focus

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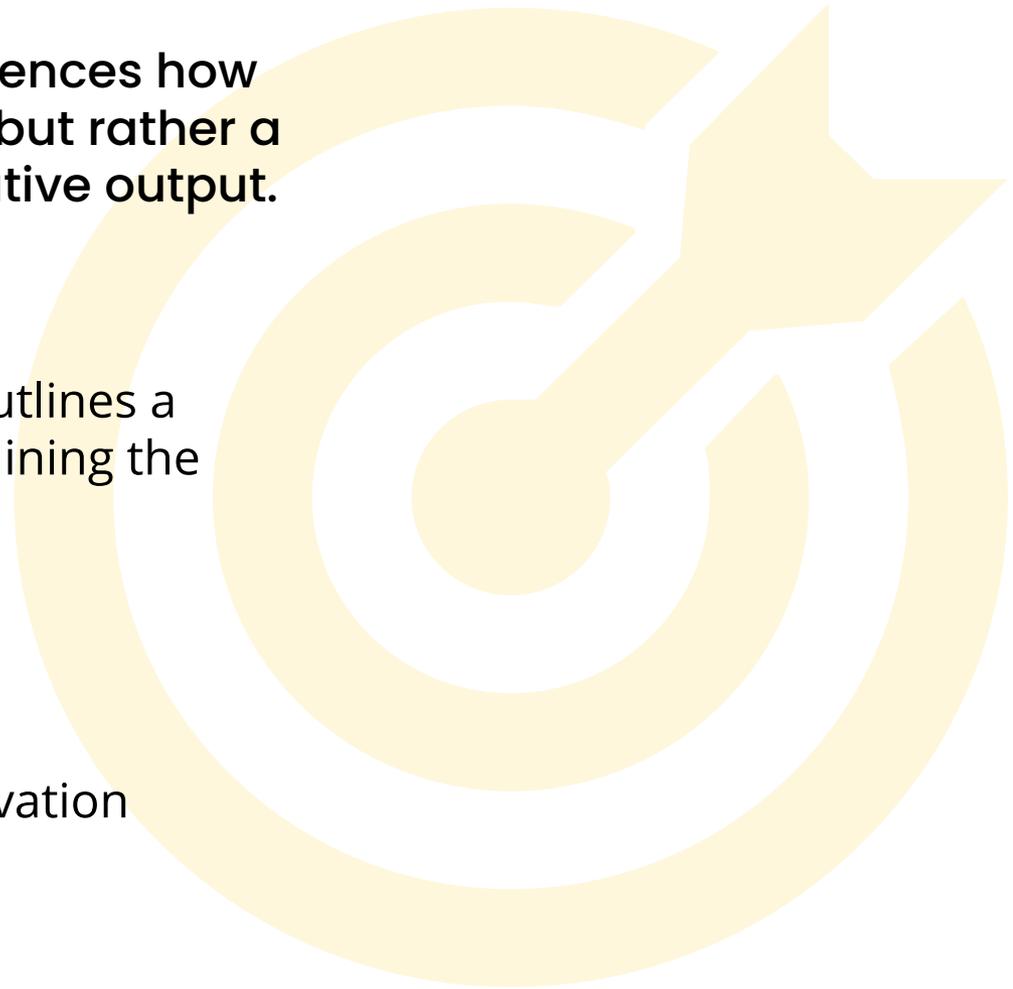
Drew's goal is to share with audiences how innovation is not brainstorming but rather a structured process to focus creative output.

## **Solution to problem:**

Drew creates an experience that outlines a hypothetical solution and then outlining the problems that it solves.

## **Creating Innovation Teams:**

Drew teaches to organize and lead innovation teams and embed innovation into the corporate culture.





**Your meeting attendees are clamoring for engaging, memorable experiences and that's exactly what Drew Boyd delivers.**

He'll turn your conference halls into an innovation lab- in mere minutes, and without a single contract rider- teaching your attendees how to be more creative.





# Tailored Topics

# Inside the Box: The Systematic Inventive Thinking Method

**Length:** 1 hour keynote to full day workshop   **Audience Size:** 10 to 5000

## **Best For:**

Corporate audiences in any industry or function

## **Brief:**

*Systematic Inventive Thinking* allows you to harness patterns mankind has used for thousands of years.

In this hands-on experience, Drew leads participants to their “innovation epiphany” so they know what it feels like to innovate in a systematic way. Includes case studies from over 14 years of experience with the method.

# Innovation for Leaders: New Behaviors to Simulate Growth Brief

**Length:** 1 hour keynote **Audience Size:** 10 to 200

## **Best For:**

Senior leadership audiences in the private or public sectors

## **Brief:**

Leaders need a new set of behaviors to create the right environment for innovation.

In this program, leaders learn the skills of innovation and how those skills translate to behaviors that foster growth. Includes case studies from global companies.



# Resistance to Innovation: How to Overcome the Inevitable Brief

**Length:** 1 hour keynote to half day workshop **Audience Size:** 10 to 500

## **Best For:**

Technology or commercial-oriented groups focused on innovation

## **Brief:**

Resistance and innovation are inseparable. They define one another. In this program, participants will learn and apply a structured framework to identify the specific sources of resistance to innovation.

They will then learn how to apply six universal principles of persuasion to overcome resistance and gain alignment.



# The Innovation Landscape: What Really Works Out There?

**Length:** 1 hour keynote **Audience Size:** 10 to 500

## **Best For:**

Technology or commercial-oriented groups focused on innovation

## **Brief:**

Brainstorming? Open Innovation? SIT? The landscape is full of methodologies promising to take your organization to new heights.

But what does the data say? This provocative keynote reveals the truth behind the innovation industry and shares how to evaluate the plethora of creativity methods.



# Innovation in Social Media: Getting to the Next Level

**Length:** 1 hour keynote to full day workshop **Audience Size:** 10 to 5000

## **Best For:**

Corporate audiences in any industry or function

## **Brief:**

*Systematic Inventive Thinking* allows you to harness patterns mankind has used for thousands of years. In this hands-on experience, Drew leads participants to their “innovation epiphany” so they know what it feels like to innovate in a systematic way.

Includes case studies from over 14 years of experience with the method.



## Presentation Needs

- LCD projector with computer speakers
- Wireless microphone and lavalier mic
- Two flip charts or whiteboards with markers
- Note: Drew will bring his PowerPoint presentation on his MacBook Pro and will bring all adapters.

## Travel

- Airline preference (if client is booking airfare): Delta Airlines
- Departing City (unless otherwise noted): Cincinnati (CVG)
- Hotel preference: King size bed and non-smoking
- Ground Transportation: Drew is fine with either a limo or Uber/taxi service

Contact [drew@drewboyd.com](mailto:drew@drewboyd.com) for more information.



# Thank You.

We look forward to hearing from you.



# The Next Gen: How to Teach Our Children to Be Creative

**Length:** 1 hour keynote to half day workshop    **Audience Size:** 20 to 200

## **Best For:**

Parents, educators, policy makers

## **Brief:**

Many believe that children have an innate creative advantage over adults. Not so. Children need to be taught the cognitive skills of creativity like anyone else.

Parents often “outsource” this to schools that are ill prepared to teach. In this keynote, Drew shares a framework that any parent or teacher can use to prepare children to be more creative.



# Specifications