

# Innovation LEADERS

VOLUME 1, ISSUE 1

## + IN THIS ISSUE

learn how top business leaders  
are redefining success through  
disruptive innovation

what does disruptive innovation  
mean for your company?

discover the tools and skills  
needed to engineer your own  
disruptive change

**Robert Safian**

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**FAST COMPANY**



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A word cloud of terms related to innovation and business, including: Data, Principle, Fresh, Talent, Technology, Competition, Better, LEAD, Customers, Leverage, Complexity, PROFIT, Change, People, INNOVATION, Grow, TEAM, Answers, Culture, and IDEAS.

# Disruptive INNOVATION

words of wisdom from today's  
leading experts

Establishing a successful culture of innovation isn't easy. Yet the rewards for coming up with the "next big idea" can be limitless. Read how some of today's innovative thought leaders are making the changes that will define tomorrows' businesses.

## What should I know about Disruptive Innovation?

"Just six years ago, three companies controlled 64% of the smartphone market: Nokia, Research in Motion, and Motorola. Today, two different companies are at the top of the industry: Samsung and Apple. This sudden, complete swap in the pecking order of a global multibillion-dollar industry is unprecedented. Any business that ignores these transformations does so at its own peril, as the pace of disruption is roaring ahead. There is >



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one certainty, however. The next decade or two will be defined more by fluidity than by any new, settled paradigm; if there is a pattern to all this, it is that there is no pattern. The most valuable insight is that we are, in a critical sense, in a time of chaos.” -[Robert Safian](#), *Editor & Managing Director of Fast Company*

**Why is disruptive innovation so important for success?**

“Because if you don’t disrupt yourself, someone else will. Over time the successful established players, convinced that they have explored what is possible and know what is impossible, are being disrupted by outsiders who believe anything is possible.” -[Maelle Gavet](#), *CEO of OZON, the most innovative retailer in Russia*

**Do I need to adapt a different mindset?**

“I have the general philosophy of creating the future you want to see. Years ago, I first saw a poster of Murphy’s Law: if anything can go wrong, it will. That’s ridiculous. So I wrote a set of alternatives. I call them Peter’s Laws: if anything can go wrong, fix it. ‘No’ means begin again one level higher...do it by the book, but be the author.” -[Peter Diamandis](#), *Founder of the X-Prize Foundation*

**What skills and tools can we use to engineer our own disruptive changes?**

“First, we must learn to navigate a world of growing complexity. Never before have systems and data been so unwieldy. Second, embrace the promise of new technologies derived from our Big Data efforts to help us make better decisions. And third, we need to adapt to new business models which allow an organization to prevail in a high-failure rate environment, which accommodate a large number of errors and waste and yet allow us to succeed because of this.” -[Rebecca Costa](#), *expert on Big Data, complexity and decision-making*

**How do I build a more innovative culture?**

“This is the one question that consistently comes up everywhere in the world. A successful innovative culture boils down to three elements: bold risk-takers who collaborate well, a colorful and creative environment, and freedom and autonomy. Abandon old ideas of how people work and where great ideas will come from.” -[Deborah Perry Piscione](#), *Author of Secrets of Silicon Valley: What Everyone Else Can Learn from the Innovation Capital of the World*

## ➔ EXAMPLES OF DISRUPTIVE INNOVATION

Trains	➔	Automobiles
Mainframe Computers	➔	Personal Computers
Postal Mail	➔	Email
Encyclopedias	➔	Wikipedia
Music Stores	➔	iTunes Store
Integrated Steel Mills	➔	Mini Mills
Newspaper Classified Job Ads	➔	Online Networked Job Services



# Anat Baron

A renowned change strategist, Baron's many noted successes include building the branding strategy for the Four Seasons hotel and re-launching Mike's Hard Lemonade into a groundbreaking brand. Yet behind her illustrious career sits an intensely curious leader with a passion for disrupting markets. Baron's innovative leadership clearly illustrates how disruption can happen anywhere, but it requires a new way of thinking and more tolerance for failure. As Baron's engaging presentations showcase, in order to be disruptors, successful companies must be bold and unafraid to challenge the status quo, even if they are the market leader.

[READ MORE ABOUT ANAT BARON >](#)

## ➔ WHAT YOU'LL LEARN

Since Baron customizes her programs for each organization, you will learn specific ways to build winning teams, develop groundbreaking products, enhance customer loyalty, drive sustained profitability and become an innovative change agent. Think of this as your personalized master class in business innovation.



# Jeffrey Baxter

Among music buffs, Baxter is known as the Grammy Award-winning guitarist for The Doobie Brothers and Steely Dan. But his off-stage endeavors have made him one of the foremost experts in modern defense technology, serving as a key advisor to Congress, the defense industry, the Department of Homeland Security, the National Geo-Spatial Intelligence Agency and the military in the areas of national security, biological warfare, next-generation technology and unconventional strategies. Baxter's career illustrates his creative approach to solving complex issues that have brought him acclaim in two seemingly disparate fields—music and missiles.

[READ MORE ABOUT JEFFREY BAXTER >](#)

## ➔ WHAT YOU'LL LEARN

Baxter highlights creative and unconventional problem-solving techniques by showing how to apply the knowledge gained in one area to advance goals in completely different fields. An experienced and engaging presenter, Baxter clearly explains how to solve difficult issues by establishing "logic templates," leaving behind the preconceptions that can stifle innovative solutions.



## Rick Belluzzo

Today's business leaders must contend with never-ending technological innovation alongside evolving government policies, increasing global competition and cultural shifts. As a result, there is a necessity to drive disruptive innovation while moving faster and smarter. A 36-year corporate executive and former president and COO of Microsoft, Belluzzo is an expert in innovation and product differentiation. His keen ability to identify technological opportunities enabled him to transform Quantum Corporation from a failing tape storage provider to a robust backup and recovery leader, and to further establish Hewlett Packard as a best-in-class information technology innovator.

[READ MORE ABOUT RICK BELLUZZO >](#)

### ➔ WHAT YOU'LL LEARN

In his hard-hitting presentations, Belluzzo shows business leaders how to build high-performing organizations, examine global growth strategies, drive effective business execution management and nurture the development of an innovative culture that drives change and ensures future success.



## John Brandt

As publisher and editor-in-chief of *IndustryWeek*; president, publisher, and editorial director of *Chief Executive*; and now CEO and founder of The MPI Group, Brandt has spent more than two decades studying leadership in effective, purpose-driven organizations. Drawing from MPI's annual proprietary research on management—one of the largest databases on performance metrics in the world—he offers audiences world-class advice on how to adapt to new market realities, corporate structures and customer expectations. His combination of humor and affability with in-depth theory and unparalleled research make Brandt a popular speaker for businesses worldwide.

[READ MORE ABOUT JOHN BRANDT >](#)

### ➔ WHAT YOU'LL LEARN

Using research on more than 10,000 companies in almost every industry, Brandt delivers the equivalent of your own white-paper for top performance: a customized presentation with comparative data on your competition, industry best practices, and performance benchmarks, with analysis and recommendations tailored to your audience.



# Troy Carter

The “force behind Lady Gaga, Inc.,” Carter builds brands, businesses and careers. As CEO of Atom Factory, he is a master at leveraging the power of digital media to connect with fans, foster community and cultivate loyalty. As a brand and corporate strategist, his investments reflect the hottest trends in technology, heralding his knack for identifying tomorrow’s consumer ideals.

[READ MORE ABOUT TROY CARTER >](#)

## ➔ WHAT YOU’LL LEARN

With his keen understanding that the nature of content consumption is changing in tandem with other consumer behavior, Carter provides you with a wealth of competitive insights on new avenues and innovative ways to connect with your customers.



# Rebecca Costa

An evolutionary biologist and provocative new voice in the mold of Malcolm Gladwell, Costa is a powerful thought leader for today’s rapidly changing business world. She is an expert on discovering efficient ways to utilize Big Data in order to create new means of providing value and making smarter decisions. Better than anyone else today, Costa provides the big answers on the future of Big Data and how to best capitalize from it.

[READ MORE ABOUT REBECCA COSTA >](#)

## ➔ WHAT YOU’LL LEARN

Costa teaches how to use tools like Big Data systems, crowd-sourced innovation and high-failure-rate problem solving to find solutions to the toughest issues facing leaders today. Costa’s customized, imaginative programs are perfectly suited for a range of industries, including healthcare, financial services, retail, education and many others.



# Soraya Darabi

As a renowned digital entrepreneur and pioneer in the social media landscape, Darabi is a leading authority on digital commerce and ways to apply new technologies to help foster efficiency, visibility and growth. Darabi's success began at *The New York Times*, where she transformed the print giant into a digital media leader and established several award-winning online campaigns. As a leading entrepreneur and identifier of digital opportunities, Darabi launched both Foodspotting and Zady.com. Currently sitting on the advisory board of *The New Republic*, she teaches leading executives the ins-and-outs of executing successful digital strategies.

[READ MORE ABOUT SORAYA DARABI >](#)

## ➔ WHAT YOU'LL LEARN

Darabi's highly-informative program will show your audience how to utilize emerging technologies to build more powerful business practices, enhance your brand presence, capture more customers and create new avenues for growth.



# Peter Diamandis

As chairman and CEO of the X Prize Foundation, Diamandis leads the world in designing large incentive prizes to drive radical breakthroughs for human benefit. Also a leader in the commercial space arena, he has cofounded many leading entrepreneurial companies including Zero Gravity Corporation. As cofounder and chairman of Singularity University, Diamandis counsels the world's top enterprises on using technology and innovation to dramatically accelerate business.

[READ MORE ABOUT PETER DIAMANDIS >](#)

## ➔ WHAT YOU'LL LEARN

Diamandis will electrify your audience by highlighting the most effective practices for turbo-charging your innovation efforts. Inspiring people to take action and not fear failure, Diamandis illustrates that there is no challenge that cannot be overcome.



## Maelle Gavet

Gavet is the CEO of Russia's largest e-commerce company, OZON Holdings, often referred to as "the Amazon of Russia." Under her leadership, OZON's revenue grew 84% in 2011, 60% in 2012 and is expected to exceed \$1 billion by 2014—all in one of the world's most difficult startup environments. OZON's rapid growth is fueled by Gavet's keen ability to identify and implement disruptions to achieve a competitive edge far beyond the typical online retailer. The company's ultimate goal? To become the country's Expedia, Zappos and UPS. Gavet's success has earned her recognition as one of *Fast Company*'s "100 Most Creative People in Business" and as one of *Fortune*'s "40 under 40."

[READ MORE ABOUT MAELLE GAVET >](#)

### ➔ WHAT YOU'LL LEARN

Gavet's experience in blazing new trails and finding new disruptive opportunities enables her to teach your organization how to identify and implement meaningful disruptions that can build superior advantages in your marketplace.



## Sarah Lacy

Meaningful innovation and disruption is occurring more rapidly each day, fundamentally changing global economics and the way competition works. From her best-selling business books to her work as founder and editor-in-chief of PandoDaily.com, and as senior editor at TechCrunch.com, Lacy examines how this new breed of self-starters is turning turmoil into opportunities, making millions, creating thousands of jobs and changing the face of modern entrepreneurship all at the same time.

[READ MORE ABOUT SARAH LACY >](#)

### ➔ WHAT YOU'LL LEARN

From the streets of Mumbai to the garages of Silicon Valley, Lacy reveals many of the most innovative business ideas from around the world. More importantly, she shares how even the most cash-strapped individuals have invented new practices that we can all learn from.



## Ian Morrison

An internationally known author, consultant, and futurist, Morrison specializes in long-term forecasting and planning with particular emphasis on healthcare and the changing business environment. Morrison explores the velocity of change that requires healthcare providers to innovate rapidly—from public policy and healthcare financing to the delivery of medical services and wellness programs. With over three decades of experience in helping organizations plan for the future, Morrison speaks to a range of audiences using both research and wit to deliver a truly impactful message.

[READ MORE ABOUT IAN MORRISON >](#)

### ➔ WHAT YOU'LL LEARN

Backed by his groundbreaking research, experience, and insight, Morrison helps you plan for the future of healthcare while sparking the innovative ideas that will help your organization stay ahead of the curve.



## Deborah Piscione

Every leader yearns to achieve the innovative breakthroughs that are enjoyed by companies like Google, Apple and Tesla. Unfortunately, most executives do not have the understanding of how to build a successful culture of innovation. A renowned entrepreneur, Piscione authored the *New York Times* best-selling *Secrets of Silicon Valley: What Everyone Else Can Learn from the Innovation Capital of the World*. Her groundbreaking presentations teach audiences how to build an innovative corporate culture, utilizing proven methods adopted by some of the world's most talked-about companies in the world's most successful entrepreneurial region.

[READ MORE ABOUT DEBORAH PERRY PISCIONE >](#)

### ➔ WHAT YOU'LL LEARN

Piscione will show your audience the secrets to building a more adaptive, agile and creative culture. You'll explore how to use risk as a powerful leadership tool, how to build value before seeking profits and how to implement an innovation support system that will drive extraordinary growth.



# David Pogue

The Emmy Award-winning host of *NOVA ScienceNow* and columnist for *The New York Times* and *Scientific American*, Pogue offers an edgy, often humorous take on science as he shares the latest technology trends and their impact on your organization. One of the world's best-selling "how-to" authors, he is also the man behind the *Missing Manual* series, a humorous set of computer books that now includes 120 titles. Merging his strong scientific knowledge with his musical abilities, Pogue delivers a truly engaging presentation that will both teach and entertain your audience.

[READ MORE ABOUT DAVID POGUE >](#)

## ➔ WHAT YOU'LL LEARN

Pogue provides an in-depth, up-to-the-minute overview of the technologies and scientific innovations that will redefine our future. You'll also gain an understanding of how to adapt these important advances in business and society, enabling you to make better decisions.

# Robert Safian

The editor and managing director of *Fast Company* magazine, Safian shares the candid stories behind the most innovative and creative companies in the world. Under Safian's direction, *Fast Company* has garnered a reputation for highlighting the "new" in business while keeping reverence to "tried and true." He presents lessons learned from the world's most innovative business thinkers, teaching everyone from top executives to rank-and-file employees how to incorporate meaningful changes into their lives and business.

[READ MORE ABOUT ROBERT SAFIAN >](#)

## ➔ WHAT YOU'LL LEARN

Safian's inspiring presentations will teach your audience about adaptable leadership, agile operations, lean execution, changing the rules of the game and what drives the men and women who make it all work.



# Rick Smolan

In his latest work, Smolan uses Big Data to encourage innovation by connecting and visualizing the data in meaningful ways. The images and stories captured in his *New York Times* best-selling book, *The Human Face of Big Data*, are the result of an extraordinary artistic, technical and logistical juggling act aimed at capturing the human face of the Big Data Revolution. It all adds up to a creative, mind-blowingly powerful multi-media presentation that will awe and inspire your audience.

[READ MORE ABOUT RICK SMOLAN >](#)

## ➔ WHAT YOU'LL LEARN

Smolan uses his incredible photos and compelling stories to show you how data collection, storage and analysis are sparking a quantum leap in human knowledge. Using examples of innovative companies alongside engaging personal anecdotes, Smolan will inspire your organization to use Big Data to help solve its most difficult issues.



# Steven Squyres

“The face and voice of NASA,” Squyres made history as the principal investigator of the Mars Exploration Rover Project as well as with his work in many of NASA’s other planetary exploration missions including Voyager, Magellan, Cassini and MER. But the discoveries of Squyres’ work aren’t relegated to the cosmos. The science of our space program has launched thousands of game-changing innovations, from new cancer treatments and other medical breakthroughs to new consumer staples such as radial tires and GPS units.

[READ MORE ABOUT STEVEN SQUYRES >](#)

## ➔ WHAT YOU'LL LEARN

Squyres skillfully uses his lessons from NASA to show organizations how his team fought through incredibly tight time constraints and limited financial resources to build successful, technically advanced missions and make new discoveries that were beneficial to the whole of society.

# Get Innovative WITH APB

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