

# Innovative LEADERS

VOLUME 1, ISSUE 2

## + IN THIS ISSUE

hear how today's most  
innovative leaders inspire their  
organizations

what characteristics define an  
effective leader?

learn how to become the best  
leader for your company

A portrait of Shane Snow, a man with curly brown hair and blue eyes, wearing a dark grey henley shirt. He is looking directly at the camera with a neutral expression.

**Shane Snow**

Chief Creative Officer of Contently  
Best-Selling Author of *Smartcuts*



a publication of  
American Program Bureau  
Speaking to the World for Over 50 Years  
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“If your actions inspire others  
to dream more, learn more,  
do more and become more,  
**YOU ARE A LEADER.”**

-John Quincy Adams

In the best of times, we tend to forget the urgency and importance of leadership. But leadership always matters, and its significance has never been more critical to breeding success. It is easy to forget the personal nature of leadership when described in the cool, clear, invaluable language of academic discourse. As leaders, we must be more creative in our choices and more knowledgeable in our decision-making if we hope to inspire people to find the greatness within, help our organizations do good while doing well, and utilize the most advanced technologies while still embracing our humanity.

For over 50 years, American Program Bureau has been in pursuit of building better, more innovative leaders, sharing lessons from the top leadership speakers with audiences around the world. In this issue of *Innovative Leaders*, we highlight an amazing group of luminaries who are defining what it means to be a leader in our fast-paced, ultra-complex world.



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# THE MODERN FACE OF **EFFECTIVE** LEADERSHIP

As football legend Vince Lombardi once said, “Leaders are made, they are not born.” But how does one go about in making themselves a great leader? Certainly, having a strong degree of intuition, creativity and the ability to inspire others are essential ingredients in the quest for greatness. But there are other, less obvious criteria that are also part of the mix. Read how some of today’s most innovative leaders have succeeded where others have failed, defining many of the traits that characterize the great leaders of yesterday, today and tomorrow.

## **SHANE SNOW**.....

“We need to foster environments where our teams and our employees can ask the questions that are scary. They can say ‘what if we did things differently, what if we did things unconventionally, what if we took a step sideways?’ And, at the end of the day, sometimes you need to get out of the car and you need to get soaking wet and you need to take a risk for something amazing to happen.”

## **RYE BARCOTT**.....

“Every Marine Corps officer spends their first six months learning what my father learned in 1964, which are the essential components of effective leadership: integrity, compassion and courage. What’s different today is that leadership is more dispersed. It often requires building teams across boundaries that were unimaginable in 1964. These boundaries clash and blend geographies, world views, and class at a speed that can be both stunning and stifling. I believe there is a secret sauce to navigating this landscape, and that it can be encapsulated in one word: participatory.”

## **RICHARD BRANSON**.....

“Leading by example is extremely important. The person who’s leading the troops ought to be in with the troops and not just standing on the backline sending them into battle. To get the respect of people, you’ve got to roll up your sleeves and lead with your people. The absolute key is treating your people well. Look for the best in your people. Lots and lots of praise, no criticism. Leading by fear is a lot of companies’ approach and a horrible way for people to exist in their lives. I’m sure you get the best out of people if you look for the best in them. People don’t need to be told when they’ve done something wrong – they know it.”

## **JARED COHEN**.....

“If you’re not creating waves, you’re probably not pushing enough.”

## **BARBARA CORCORAN**.....

“Stories are a leader’s most powerful tool. I found that when I meet people five or ten years later, and they never remember what I had said in a lecture (or meeting)...But they always said, ‘When you told me the story about that puppy sale,’ and they remembered the story. So I knew very early on that stories had stick-to-it-ness. And it’s a simple language. It doesn’t sound uppity; it doesn’t sound fancy, but people have a way of remembering.”

## **JOHN FOLEY**.....

“As technology takes a great hold on our daily communication, I’ve seen a lot of leaders turn towards a more humanistic approach. There’s a passion in a person’s eyes that cannot be faked; when you see that, you know it.”

## **SETH GODIN**.....

“My biggest weakness as a leader is my desire for no one to be angry. That really hinders my ability to make a difference. In a group of 100 people, five will always be angry about something. If you’re going to try to please this unknown group of five in advance, you’ll end up being boring and stuck. So the challenge is to pick the work that matters enough that it’s actually worth annoying people. That, and insulating yourself from casual hallway grumbling. A fly on the wall might hear everything, but at the end of the day, he still eats a lot of horse dung.”





## Shane Snow

“The next Gladwell.” That’s what fans and critics from *Forbes* to *The L.A. Times* are calling innovation expert Snow, the best-selling author of *SMARTCUTS: How Hackers, Innovators, and Icons Accelerate Success*. An award-winning entrepreneur and journalist, he has been declared a “Wunderkind” by *The New York Times*, a “Digital Maverick” by *Details Magazine*, and his work “Insanely addicting” by *GQ*. Snow is the Chief Creative Officer of Contently, a technology company he co-founded in 2010 with the mission of creating a better media world.

[READ MORE ABOUT SHANE SNOW >](#)

### > WHAT YOU’LL LEARN

Snow shatters common wisdom about success, distilling patterns from years of studying rapidly successful companies. He offers fresh insight related to personal development, organizational growth, innovation, change management and resilience, exploring how to approach creative problem solving through what psychologists call “lateral thinking.”



## Rye Barcott

In his best-selling book, *It Happened on the Way to War: A Marine’s Path to Peace*, Rye Barcott discusses the balance of his two distinctly different leadership roles. He was a Marine Corp officer leading advance human intelligence operations in the most dangerous places in the world; he also started an NGO to help the people of Kibera (Kenya) – one of the world’s poorest slums – providing hope for tens of thousands and saving lives in the process. Barcott lives in this modern world of leadership, where authenticity, collaboration and connectivity are of paramount importance.

[READ MORE ABOUT RYE BARCOTT >](#)

### > WHAT YOU’LL LEARN

With the right combination of authenticity, collaboration, and connectivity, Barcott helps you examine how you would lead if lives were on the line, and realize how much more you can do as a leader in your own life.



# Robbie Bach

The business mind behind the groundbreaking game console Xbox, Robbie Bach worked at Microsoft for the better part of three decades in various marketing and management roles, leading teams involved in creating many of the computer programs we use today. He played an important role as a marketing leader in the successful launch and expansion of the Microsoft Office business. In addition, as Chief Xbox Officer, he led the development of the Xbox business, including the launch of the original Xbox and the highly successful follow-up, Xbox 360.

[READ MORE ABOUT ROBBIE BACH >](#)

## > WHAT YOU'LL LEARN

Learn how Bach uses his critically acclaimed 3P Strategic Framework to develop innovative solutions for business, government and personal use. He demonstrates how focusing on Purpose, Principles and Priorities provides a simple, yet effective rubric to attack even the most complex problems.



# Rye Barcott

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[READ MORE ABOUT RYE BARCOTT >](#)

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# Richard Branson

A global entrepreneur known for his unique vision, creative management style and brilliant ability to motivate employees, Richard Branson is the branding guru behind Virgin Group, Ltd.—an empire he has built of over 360 companies in areas of entertainment, travel, and lifestyle.

[READ MORE ABOUT RICHARD BRANSON >](#)

## > WHAT YOU'LL LEARN

Branson shows how important it is to surround yourself with innovative minds who can execute your strategy, and more importantly, the power of continual positive encouragement to inspire your people to accomplish greatness.

# Geoffrey Canada

Geoffrey Canada has achieved universal acclaim as the Founder of the Harlem Children's Zone, an agency that fuses community building with academic achievement to improve the futures of inner city youth. An innovative educator, youth advocate, and the author of *Reaching Up for Manhood: Transforming the Lives of Boys in America*, he offers a unique vision of leadership.

[READ MORE ABOUT GEOFFREY CANADA >](#)

## > WHAT YOU'LL LEARN

Every person has greatness in them. Learn how this leadership perspective has helped transform a desperate urban area into a thriving community, changing thousands of lives in the process.



# Jared Cohen

In his critically acclaimed best-selling book *The New Digital Age: Reshaping the Future of People, Nations and Business*, Jared Cohen explores a vision of our increasingly interconnected world as five billion new users join the digital age over the next decade. The Director of Google Ideas, Cohen became known to the world as the wunderkind who pushed the U.S. State Department into the Digital era, being the only official to advise both Secretaries of State Condoleezza Rice and Hillary Clinton.

[READ MORE ABOUT JARED COHEN >](#)

## > WHAT YOU'LL LEARN

You'll learn how the rapid advancement of technology and the sharing of innovative ideas creates opportunities to tackle our toughest problems and herald in a new age of leadership.



# Barbara Corcoran

Real estate mogul Barbara Corcoran is an investor/shark on ABC's reality hit *Shark Tank*. She is the author of the best-selling book *Shark Tales: How I Turned \$1,000 into a Billion Dollar Business*. Through the ups and downs of the economy, she has created innovative approaches that allowed her business to grow when others filed for bankruptcy.

[READ MORE ABOUT BARBARA CORCORAN >](#)

## > WHAT YOU'LL LEARN

Corcoran's informative presentations will teach you how to succeed when the odds are suddenly stacked against you, and how you can grow your business in the face of fierce competition.





# David Epstein

Are star athletes like Usain Bolt, Michael Phelps, and Serena Williams genetic anomalies put on Earth to dominate their respective sports? Or are they simply normal people who overcame biological limits through sheer force of will and obsessive training? In the decade since the sequencing of the human genome, researchers have begun to uncover how the relationship between biological endowments and a competitor's training environment affects athleticism. Based on his best-selling *The Sports Gene: Inside the Science of Extraordinary Athletic Performance*, David Epstein tackles the great nature vs. nurture debate and traces how far science has come in solving this timeless riddle.

[READ MORE ABOUT DAVID EPSTEIN >](#)

## > WHAT YOU'LL LEARN

In this engaging exploration, Epstein demonstrates what athletic science has to teach us about training, recovery, and the latest in performance practices. He then explains how elite performance comes down to three factors: changing technology, changing genes and changing mindsets.



# John Foley

As Lead Solo Pilot of the Blue Angels, the US Navy's Flight Demonstration Squadron made up of the top 1/10 of the top 1% of all pilots, John Foley had to perform consistently as part of a team in an intense, high-stakes environment. Reaching that level of excellence required commitment, discipline, and trust; all traits that Foley discusses in his performance oriented keynote speeches.

[READ MORE ABOUT JOHN FOLEY >](#)

## > WHAT YOU'LL LEARN

Foley's high energy presentations explore Create Sustained Innovation, Communication & Collaboration, Continuity & Mastery, Proactive vs. Reactive Habits and many other important leadership practices that are essential in high performance environments.





# Seth Godin

“Seth Godin may be the ultimate entrepreneur for the Information Age,” Mary Kuntz wrote in *Business Week*. “Instead of widgets or car parts, he specializes in ideas – usually, but not always, his own.” In fact, Godin is as focused on spreading ideas as he is on the ideas themselves, a practice he covers in his many acclaimed and attention-grabbing books including *Permission Marketing*, *All Marketers Are Liars* and *Purple Cow* (which was distributed in a milk carton).

[READ MORE ABOUT SETH GODIN >](#)

## > WHAT YOU’LL LEARN

Godin will teach you how to pinpoint the things that truly matter in your business, helping you to identify and/or create those memorable and viral hooks that make people remember you, your product and your organization.



# Chris Hughes

Co-founder of Facebook, mastermind behind My.BarackObama.com, and owner/publisher/Editor-in-Chief of *The New Republic*, everything that Chris Hughes manages becomes provocatively influential in our lives. Hughes has spent his career revolutionizing the social flow of ideas and the very nature of how we share with each other. A true visionary, he is a sought after speaker on how we communicate and its power to transform everything that we do.

[READ MORE ABOUT CHRIS HUGHES >](#)

## > WHAT YOU’LL LEARN

How do you engage people to share the things you feel are important? In his dynamic and memorable programs, Chris shares relevant concepts and experiences from his esteemed career, illustrating the practices behind his great success.



# Daymond John

From humble beginnings to a self-made millionaire with over \$4 billion in global product sales and a starring role on ABC's hit TV show, *Shark Tank*, Daymond John is the personification of the American Dream. As Founder and CEO of FUBU, John pioneered the art of integrating fashion, culture and music nearly twenty years ago. He won *Brandweek's* Marketer of the Year, *Advertising Age's* Marketing 1000 Award for Outstanding Ad Campaign, *Crain's* Business of New York Forty Under Forty Award and Ernst & Young's New York Entrepreneur of the Year Award.

[READ MORE ABOUT DAYMOND JOHN >](#)

## > WHAT YOU'LL LEARN

From his unprecedented guerrilla marketing and branding techniques to the continuously innovative ways in which he uses social media, brand integration and pop culture, John teaches you how to inspire and lead successful creative efforts that foster growth.



# Polly LaBarre

Polly LaBarre has built a stellar reputation in spotting emerging business and leadership practices that are innovative, effective and highly profitable. First as Senior Editor at *Fast Company*, then as Innovation Correspondent for CNN and now as a founder (with Gary Hamel) of the amazing new management journal *Management Innovation Exchange* (MIX), she has helped set the American corporate agenda for much of the past decade.

[READ MORE ABOUT POLLY LABARRE >](#)

## > WHAT YOU'LL LEARN

LaBarre shares both the cutting edge business practices and innovative thinking that garners success in the most critical business areas including strategy, marketing, talent and customer loyalty.



# John Medina

A developmental molecular biologist, Dr. John Medina has a fascination with how the mind organizes and reacts to information. He authored the *New York Times* bestseller *Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School*, a provocative book that examines how schools and work environments are designed. His latest book, *Brain Rules for Baby: How to Raise a Smart and Happy Child from Zero to Five*, is widely regarded as a “must-read” for parents and early-childhood educators. Medina is an affiliate Professor of Bioengineering at the University of Washington School of Medicine, and is the director of the Brain Center for Applied Learning Research at Seattle Pacific University.

[READ MORE ABOUT JOHN MEDINA >](#)

## > WHAT YOU’LL LEARN

Learn what actually happens in our brains as we make decisions, create ideas, interact with others and execute work, and how to use this new understanding to transform your organization.



# Susan Packard

Susan Packard is co-founder and former chief operating officer of HGTV, and has held senior positions at Scripps Networks Interactive, which runs HGTV, Food Network, DIY Network, Cooking Channel, Great American Country (GAC) and the Travel Channel. She created and served as president of Scripps Networks New Ventures, where she oversaw the development and launch of DIY Network, Fine Living Network and several online interactive platforms. She was also president of worldwide distribution for the Scripps cable brands.

[READ MORE ABOUT SUSAN PACKARD >](#)

## > WHAT YOU’LL LEARN

Packard shares her experiences and lessons in growing a multi-billion dollar business and how she inspired those around her to push the boundaries of successful innovation. In her thought-provoking presentations, you’ll learn the leadership skills necessary to incubate—and execute—game changing ideas.





# Mary Robinson

Mary Robinson served as the first woman President of Ireland, and UN High Commissioner for Human Rights. She is now the President of the Mary Robinson Foundation – Climate Justice and a member of the Elders, a group of world leaders (founded by Nelson Mandela) who contribute their wisdom, independent leadership and integrity to tackling some of the world's toughest problems. She has received the Presidential Medal of Freedom and was appointed the UN Secretary General's Special Envoy for the Great Lakes region of Africa.

[READ MORE ABOUT MARY ROBINSON >](#)

## > WHAT YOU'LL LEARN

Robinson's goal of elevating leadership to the highest moral and ethical levels has taught the world's most important leaders how to facilitate great change and make the impossible happen.



# Tim Sanders

The former chief solutions officer and leadership coach at Yahoo!, Tim Sanders has written some of the most popular leadership books of this generation, including the global bestseller *Love Is the Killer App: How to Win Business & Influence Friends*. His second book, *The Likeability Factor*, was featured in major media from *USA Today* to *The New York Times*. His latest book, *Today We Are Rich: Harnessing the Power of Total Confidence*, is an *Inc. Magazine* business bestseller.

[READ MORE ABOUT TIM SANDERS >](#)

## > WHAT YOU'LL LEARN

Sanders offers a blueprint for leveraging new media innovation, from social networking services and mobile apps to interactive publishing platforms and other new media offerings.



# Dan Schawbel

Called a “personal branding guru” by *The New York Times*, Dan Schawbel is the managing partner of Millennial Branding, a Gen-Y research and consulting firm. A millennial himself, he is a leader and supporter of his own generation as well as a world-renowned career and workplace expert who has helped companies such as American Express, Fidelity and Monster better engage the influential and lucrative millennial population. His company’s research has been covered in over 100 media outlets and his work has been cited in over 40 books including *Marketing 3.0* by Philip Kotler and *The Facebook Effect* by David Kirkpatrick.

[READ MORE ABOUT DAN SCHAWBEL >](#)

## > WHAT YOU’LL LEARN

You’ll discover the answers to the toughest questions on the talented and desirable millennial market, including how to effectively recruit them, harness their passions and capture their brand loyalty.



# Ron Suskind

Ron Suskind is one of the nation’s most prized political and social thinkers. His best-selling books include *Confidence Men: Wall Street, Washington and the Education of a President*; *The Way of the World, A Story of Truth and Hope in an Age of Extremism*; *The One Percent Doctrine*, *Deep Inside America’s Pursuit of its Enemies Since 9/11*; *The Price of Loyalty, George W. Bush, the White House, and the Education of Paul O’Neill*; and the critically-acclaimed bestseller, *A Hope in the Unseen, An American Odyssey from the Inner City to the Ivy League*.

[READ MORE ABOUT RON SUSKIND >](#)

## > WHAT YOU’LL LEARN

Suskind helps you understand why leaders in both the public and private sectors have to distance themselves from the short-term and the self-protective “top-down” impulses that often characterize declining empires, and lean forcefully toward channeling change.



# Jeff Taylor

As the legendary founder of Monster.com – the 454th registered dot-com – Jeff Taylor envisioned a need for a giant online job search portal and turned it into the first and only globally recognized brand for careers, changing the face of employment and the Internet forever. Monster.com is now in nearly 50 countries with over 40 million monthly visitors. He also founded Eons.com and Tributes.com, two other successful web properties that has since sold.

[READ MORE ABOUT JEFF TAYLOR >](#)

## > WHAT YOU'LL LEARN

Taylor helps you see the world through the lens of disruptive leadership – with a focus on defining your own path – through his energetic presentation packed with immediate take-home lessons.



# Steve Wozniak

Steve Wozniak changed the world of computers when he designed Apple's first line of products, The Apple I and Apple II. He currently serves as Chief Scientist for Fusion-IO and is the *New York Times* best-selling author of *iWoz: From Computer Geek to Cult Icon*.

[READ MORE ABOUT STEVE WOZNIAK >](#)

## > WHAT YOU'LL LEARN

You'll learn how to lead in a technology-driven future that is expanding globally at an unprecedented pace.



# Your Source for **Innovative** Leadership Programs

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APB doesn't just provide speakers. We provide full, dynamic programs straight from today's best thought leaders. For over 50 years, APB has been the leader in fostering constructive dialogue that brings about meaningful and measurable business results. When you book an engagement through APB, you can be assured that you will not only receive the perfect speaker, but also the relevant content and engaging presentation that will educate and inspire your audience.

**Contact APB today. And bring some innovative leadership to your next event.**