

Introduction

For more than 20 years, Stephen Shapiro has presented his provocative strategies on innovation culture and collaboration to audiences in 50 countries.

During his 15-year tenure with the consulting firm Accenture, he created and led a 20,000-person innovation practice.

He is the author of five books, including “Best Practices Are Stupid,” which was named the best innovation and creativity book of 2011.

He has been featured in Newsweek, Entrepreneur Magazine, SUCCESS Magazine, The Wall Street Journal, ABC News, and CNBC.

His clients include 3M, P&G, Microsoft, Nike, Marriott, NASA, USAA, Fidelity Investments, and GE.

When Stephen is not on stage speaking about innovation, he is practicing his not-so-sleight of hand magic on his family and friends. Amongst his greatest celebrity coups,

Stephen had the distinct pleasure of meeting his childhood idol, former Gong Show host, Chuck Barris. And he was recently featured as “The Guru” on a USA Network reality TV show.

Today he will share with you why the brain is designed to kill innovation...and what you can do about it.

Please help me welcome Stephen Shapiro.

For larger events, we now use a video introduction instead of one read by the emcee. The video is embedded in Stephen's presentation. Click on the image below to retrieve the video introduction.

