



www.stephenshapiro.com

Innovation Keynotes by Hall of Fame Speaker
Stephen Shapiro


PREDICTABLE GROWTH IN AN UNPREDICTABLE WORLD

Full-Body Innovation Experiences That Transform How Teams Think, Work & Collaborate

When Stephen Shapiro takes the stage, audiences don't just listen—they engage, participate, and transform. A Hall of Fame speaker with decades of experience helping the world's leading organizations innovate and adapt, Stephen delivers more than a keynote, he creates an unforgettable experience. With a dynamic blend of insight, interactivity, and humor, each of his speeches is designed to spark meaningful change in how teams think, work, and solve problems together. Whether you're looking to build a culture of collaboration, reframe persistent challenges, or differentiate in a crowded market, Stephen brings practical tools and lasting impact to every event.

This document includes descriptions of Stephen Shapiro's three most popular keynotes. You can use them to promote your event or to help determine which session is the best fit for your audience. For more details on any keynote or to explore additional speaking topics, visit <https://stephenshapiro.com/speaking>.



The image shows the cover of a book titled 'Personality Poker' by Stephen Shapiro. The cover is purple with a gold and black design. The title 'Personality Poker' is written in a large, stylized, gold-outlined font. Below the title is a circular emblem with a black background and gold border, featuring the author's name 'Stephen Shapiro' in a gold script font. The emblem is surrounded by gold and black shapes resembling playing cards and a heart. The book is placed on a wooden surface next to a laptop keyboard.

PERSONALITY POKER®: CREATING HIGH-PERFORMING INNOVATION TEAMS

www.personalitypoker.com

SESSION DESCRIPTION

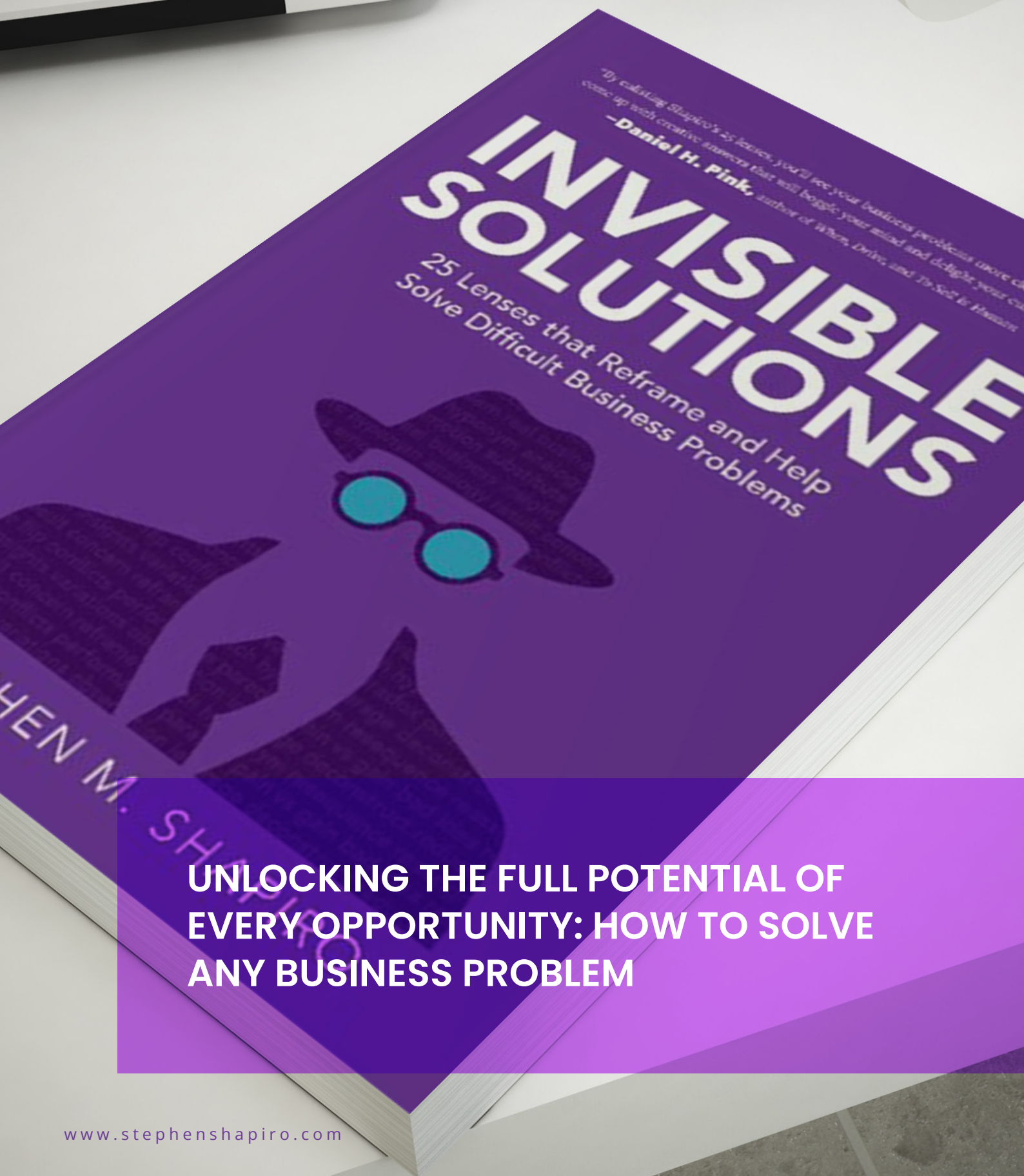
Contrary to conventional wisdom, opposites do not attract. As a result, in business, we tend to surround ourselves with people who are similar to us. Although this is great for efficiency, this lack of diversity can kill innovation.

How can you increase your innovation potential? Play Personality Poker with Stephen Shapiro! This fast-paced, highly interactive game will help you discover:

- Your primary innovation personality
- Your innovation blind spots
- Why the person you like the least is the person you need the most
- What is missing from your team that is limiting innovation and success
- How to create a high-performing innovation team that leverages divergent points of view

This is the most interactive presentation you will ever experience. Learn more at personalitypoker.com.

Note: Because of the interactive nature of this session, virtual or hybrid events are less effective. The in-person room setup must also allow participants to move around freely.



UNLOCKING THE FULL POTENTIAL OF
EVERY OPPORTUNITY: HOW TO SOLVE
ANY BUSINESS PROBLEM

SESSION DESCRIPTION

What if the key to solving your most pressing challenges isn't about having the right answers, but asking the right questions? In this hands-on keynote, innovation expert Stephen Shapiro will introduce you to a powerful, repeatable process that helps you uncover hidden opportunities, break through invisible barriers, and solve nearly any difficult problem.

You'll learn to use a set of simple yet transformative tools called "lenses" that help you reframe problems and view them from entirely new perspectives. Combined with engaging stories and interactive exercises, this session will forever change how you approach challenges.

In this session, you'll learn how to:

- Recognize why we're hardwired to ask limiting questions, and how to break free from that trap
- Craft better questions that lead to breakthrough insights
- Reframe any challenge using practical tools that expose new angles and solutions

You'll also have the opportunity to put the lenses into action on a real-world challenge, allowing you to experience firsthand just how powerful and practical this tool can be.

You won't just leave with ideas; you'll walk away with a toolkit you can use immediately. Every participant will receive templates, videos, and resources to continue applying these methods long after the session ends.

Stephen M. Shapiro

PIVOTAL

**CREATING
STABILITY
IN AN
UNCERTAIN
WORLD**

**CREATING STABILITY IN AN UNCERTAIN
WORLD: KNOWING WHAT SHOULDN'T
CHANGE MIGHT BE THE KEY TO YOUR
SUCCESS**

SESSION DESCRIPTION

In today's fast-paced world, burnout and confusion are common, but they don't have to be.

Stephen Shapiro's keynote offers a powerful antidote to the nonstop spinning and chaos that overwhelm so many individuals and organizations. You'll learn practical tools to separate real opportunities from distractions, bringing clarity, focus, and stability to both your work and life.

Just like a basketball player executing a pivot, success requires one foot firmly planted. While the moving foot draws attention, it's the planted foot that provides the foundation for every powerful shift. That same principle applies in business: knowing what shouldn't change creates the stability needed to adapt effectively.

This session will help you focus less on chasing the next big thing and more on doubling down where you already add the most value. You'll discover how to avoid wasting time on trends and instead channel your energy toward what delivers lasting impact. This approach provides direction for your team and makes you indispensable to your customers.

In this session, you will:

- Discover why being pivotal (i.e., of crucial importance) is more powerful than simply pivoting
- Explore the 5Ds of differentiation and how to apply them strategically
- Use a practical tool to identify your best innovation investment opportunities
- Learn why long-term success requires you to "innovate where you differentiate"

You won't just leave inspired—you'll leave equipped. Stop the spinning. Start winning.

ABOUT STEPHEN SHAPIRO

Stephen Shapiro began his journey in innovation over 25 years ago, founding and leading a 20,000-person innovation practice at Accenture.

Today, as the author of seven books, including his latest, *PIVOTAL: Creating Stability in an Uncertain World*, he continues to challenge the status quo and inspire creative breakthroughs.

His Personality Poker® card game has been played by over 250,000 people, helping organizations create high-performing innovation teams.

Stephen's expertise has been featured on major television networks like CNBC, USA Network, and TLC, making his work as dynamic on-screen as it is on stage.

Offstage, he channels his passion for innovation into magic, blending creativity with the art of making the impossible possible.

With presentations in over 50 countries, a 2015 induction into the Speaker Hall of Fame, and his role as a Senior Research Fellow with The Conference Board, Stephen's impact is as far-reaching as it is transformative.

If you're ready to book or want to learn more, head over to <https://www.stephenshapiro.com/> contact to start the conversation.

