



Bob Roitblat

Because Ideas Matter

Transforming Top Ideas into Bottom-line Results™ A Practical and Effective Approach to Innovation

*Customizable, Interactive Keynote, Half-day or Full-day Program
or Remote One-to-many Digital Presentation*

Why attend this program:

Business executives recognize the need for innovation in products, processes, and services to remain competitive and relevant, and to drive new growth. Yet, despite its high perceived value, for many entrepreneurs and executives, how to successfully discover, develop and deliver breakthrough innovation remains a mystery. In this workshop we bust the myths and solve the mysteries of innovation, and empower participants to discover & develop new sources of competitive advantage, revenue and profits.

Key Takeaways:

During this experiential creativity jam session you will laugh, learn and leave knowing how to identify the non-obvious pains, frustrations or challenges your internal or external customers and prospects are experiencing, better empowering you to develop new products, processes and services, exploit new, uncontested markets, and adopt business models aligned to those needs.

Participants also takeaway specific strategic and tactical action plans for how to generate and develop new ideas, how to evaluate and select those ideas with commercial potential, and how to transform those ideas into bottom-line results. Participants also gain the ability to develop a culture that nurtures innovation.

Meet Your Presenter:

Bob Roitblat is a 12-time entrepreneur and one of the foremost authorities on innovation and disruption. He is a TEDx speaker, author of several books, numerous magazine articles, and is a regular contributor to several blogs and podcasts. Bob is able to think on his feet and engage your participants with thought-provoking stories, examples and humor.

This program is relevant to all audiences that can benefit from heightened creativity and innovation, and audiences of any size.

Bob Roitblat

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“Bob’s message was clear and kept me engaged. Growth comes from innovation—not doing more of the same.” *Steve Pierce, Baker Roofing*

“We often talk about ‘innovation;’ Bob provides a roadmap.” *Krisann Tallman, Certified Laboratories*

“If you want to solve problems that move the needle of your organization, check out Bob’s presentation.” *Amanda Huang, Continental Underwriters*