



Bob Roitblat

Purveyor of Fine Ideas & Experience



Transforming Top Ideas into Bottom-line Results™

Customizable, Interactive Keynote, Half-day or Full-day Program

Why attend this program:

Why are some organizations overflowing with creative ideas that drive breakthrough innovation while others are always parched? The answer is that the most innovative organizations follow an effective process for generating novel ideas and then transforming those ideas into useful and viable commercial products, services, and business practices – a process Bob discovered and developed through founding or co-founding, and successfully exiting, a dozen different businesses. Learn how you, too, can apply this effective innovation process to produce amazing results.

Key Takeaways:

During this experiential creativity jam session you will laugh, learn and leave with new:

- * Perspective – Be metaphorically fit for new glasses so you can see innovation in a new and different way.
- * Principles – Reference and apply the principles behind an effective innovation process.
- * Practices – Use proven tools, resources and techniques for turning ideas into results.
- * Plans – For how to be the *Disruptor* instead of the *Disrupted*.

Meet Your Presenter:

Bob combines his entrepreneurial experience with his experience as a competitive sailor to draw parallels between building and leading a winning yacht racing team and building and leading a winning business.

Bob helps current and emerging leaders develop business skills that are effective whether the seas are calm or storms are raging. "Yacht racing," he says, "is the perfect metaphor for business success. Businesses, like race boats, require leadership, teamwork and rapid decision-making to be successful. Miles from land, you have only those resources you brought with you and your knowledge of the environment and your competition to eke out as much advantage as you can in a dynamic environment."

Audiences easily connect with Bob because he is interactive and fun. Bob is able to think on his feet and engage the audience with thought-provoking stories, examples and humor.

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(847) 572-3269

bob@roitblat.com

www.roitblat.com



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