

## Gregory Polletta

Award-Winning Designer, Engineer, Professor, & Founder of iGNITIATE

Design Thinking & Innovation: Harnessing Creativity Conduits For Success. Design Thinking + New Product Development + Innovation has been the core focus of Gregory Polletta & his team at iGNITIATE since 2001 to creating value in improbably complex markets & transform what is "futuristic" unknowns into successes.

Transforming Confusion: "New" In Highly Improbable Markets. Speaker Gregory Polletta believes that the ability to read improbably complex markets and use creativity and new product development tools to transform what is not understood into positive return on investment are fundamental mechanisms for success.

The Inside Game—Fail Fast & Fail Often: Discovering "Intrapreneurial" Ideas Right At Home. How often do employees overlook potential because they are too busy replicating what has already been established? How many breakthroughs are lost because no communication or outlet exists for internal insights? In this presentation, speaker Gregory Polletta will teach you how to achieve your organization's full "intrapreneurial" potential by learning how to fail fast and fail often and capture that knowledge to bring intrapreneurial ideas to the marketplace.