

## Lisa Bodell

Founder and CEO of futurethink; Author of Best-Selling Kill the Company

**KILLING COMPLEXITY: Create a Culture of Simplification & Get to the Work that Matters** *Imagine what you could do with the time you spend sitting in meetings and writing emails every day.*

Complexity is killing companies' ability to innovate and adapt, and simplicity is fast becoming the competitive advantage of our time. Drawing on research and themes from her latest book, *Why Simple Wins*, Bodell inspires leaders and their teams to proactively move beyond the feelings of frustration and futility that come with so much unproductive work in today's corporate world, to create a corporate culture where valuable, essential, meaningful work is the norm. By learning how to eliminate redundancies, communicate with clarity, and make simplification a habit, individuals and companies can begin to recognize which activities are time-sucks and which create lasting value.

Using highly engaging stories and techniques, Bodell proves that by using simplicity as an operating principle, we can eliminate the organizational and individual busywork that consumes us every day, and instead spend more time on the work that matters.

### **KEYNOTE TAKEAWAYS:**

- Get informed by examples that resonate: consumers will pay more for simpler experiences; people recommend companies that exemplify simplicity; employees are brand champions in companies that operate with simplicity.
- Identify areas for simplification within your organization; Learn techniques to make simplification a habit.
- Understand which tasks take the most (unnecessary) time both individually and as a team.
- Start to create a culture of simplification and exemplify its practices.

**BONUS OPPORTUNITY:** Empower your audience immediately by pairing a breakout session with any of Lisa's keynotes, where her team of FutureThink trainers will teach the techniques to make simplification and innovation a daily practice!

**KILL THE COMPANY: End the Status Quo, Start an Innovation Revolution** *Winning innovators embrace change—do you? What holds you and your organization back from better innovating, every day?*

In too many organizations, we're stuck in the land of status quo. We've forgotten how to think differently, and lack the simple tools to solve problems creatively. The very structures put in place inside organizations to help them grow all too often hold them back. This keynote is an inspirational call to arms: to start a revolution in how we think and how we work. If you want people to approach change differently, you have to help them change their approach.

Using engaging interactivity, real-world examples and practical advice, Bodell shares how teams can actually do less to achieve more. Leaders learn why providing guardrails to their teams instead of handcuffs can reignite critical aptitudes such as curiosity, inquiry, creative problem-solving, and more.

**KEYNOTE TAKEAWAYS**

- Everyone is a change agent.
- Change involves a toolkit, not a process.
- Reignite curiosity, inquiry and creative problem solving.
- Small changes can make a big impact.