LAI Leading Authorities, Inc.

Chris Barton

Founder and Creator of Shazam, Entrepreneur, Inventor, and Tech Investor

Build the Vision You See (But Others Don't) Audiences are inspired to embrace a mindset to create the next great companies Entrepreneurs have passion, ideas, and desire but can get stuck on the difficult journey to achieving their dreams. They want to bring something truly new to the world, but need to learn how to overcome big obstacles, choose their priorities, and convince others of their vision. Chris inspires and teaches entrepreneurs using the story of Shazam's creation, including the scrappy and creative hacks that transformed an idea into a product with two billion customers.

Bring Impossible Ideas to Life Audiences learn a new framework of thinking to drive innovation through technology and AI Technology & AI are dramatically changing what's possible in our world. Our challenge as we create new things is to dislodge from the comfort of what we already know. Chris created Shazam after being told by every "expert" that his outlandish idea was impossible. It was an idea far ahead of its time – eight years before iPhone apps even existed. In this presentation, Chris helps audiences imagine and then create new visions for the future. He inspires with jaw-dropping stories about creating Shazam and shows how innovation comes from not just an idea, but from a series of insights to overcome obstacles along the way.

Overcome Obstacles with Imagination Audiences learn new mindsets to break past barriers A great idea gets you nowhere without tenacity. True disruption requires both persistence and creative solutions. In creating Shazam, Chris faced obstacles many thought were insurmountable. Most would have given up, but he refused. Instead, Chris challenged every assumption about the obstacles he faced. He shares stories and actionable lessons that inspire audiences to pursue their dreams. Chris urges audiences to question the status quo and to sweat the details on the path to redefining the future.

Eliminate Effort to Unlock Explosive Growth Audiences learn to identify and eliminate friction to drive growth We all know simple is great, so why don't all organizations create amazing things just like Apple? The reality is that friction permeates almost everything we do. This "extra effort" frustrates our customers, partners, and colleagues. In creating Shazam, Chris moved mountains to make one thing very easy – identifying any song. Shazam changed the way the world discovers music. Chris combines stories from creating Shazam with his twelve years at Android (Google) and Dropbox to provide concrete examples of how we can all push boundaries to eliminate friction.