Chris Heemskerk

World-Class Innovation Practitioner, Ex-Google Innovation Labs USA

Building a World-Class Innovation Culture In this keynote, audiences will gain insights into the art and science of innovation as practiced by the world's leading organizations. We'll explore what sets these innovation leaders apart and examine the lessons we can apply to our own organizations. Innovation Culture: Uncover strategies for fostering and leading a culture that prioritizes innovation, aligning people and processes around creative thinking and execution. Innovation Strategy: Learn how to create an Innovation Engine within your organization to make innovation a repeatable, scalable process. Case Studies: Discover why some companies are able to innovate consistently while others struggle, and what we can learn from their approaches. The session will provide practical, actionable steps for embedding innovation into your organization using the proprietary Innovation Scorecard framework.

Building an AI-First Company This keynote introduces the foundational concepts of artificial intelligence (AI) and demonstrates how to leverage AI for transformational impact. Understanding AI: Gain a clear understanding of AI fundamentals and explore real-world applications and use cases relevant to your organization. Why AI Matters: Examine why AI is critical for today's competitive landscape and why embracing it now is essential. Building an AI-First Organization: Learn a step-by-step approach to creating an AI-ready organization, including strategies to identify high-impact AI projects and the skills required. Fostering AI Adoption: Understand how to encourage teams to embrace AI by building awareness, trust, and expertise across the organization. Identifying AI Use Cases: Discover techniques for spotting valuable AI opportunities in different parts of your organization.

Innovation Masterclass for CEOs This masterclass is designed for The C-suite and Senior Executives who want to embed innovation into their organization's core strategy. Using The Innovation Engine framework and the proprietary Innovation Scorecard™, this session provides practical tools, real-world case studies, and a strategic roadmap to drive measurable innovation at scale. Innovation Strategy: Learn how to implement The Innovation Engine to create a repeatable, scalable, and strategic approach to innovation. Culture of Innovation: Build an executive-led culture that fosters creativity, risk-taking, and cross-functional collaboration. Innovation Scorecard™: Use a proven framework to measure, track, and optimize innovation performance across your organization. Case Studies & Best Practices: Gain insights from industry leaders like Google, 3M, and top innovation-driven enterprises. AI & Emerging Technologies: Understand how AI, automation, and disruptive technologies can create new business opportunities. Tangible Outcomes: Walk away with an innovation blueprint, performance scorecard, and leadership toolkit to implement immediately. This session equips C-suite leaders with the strategy, tools, and execution playbook to drive

transformational growth, ensuring their organization remains competitive, agile, and future-ready.