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Ready for Next: Unlocking the Innovation Mindset Change is constant. Budgets tighten. Expectations shift. Technology disrupts. The teams that thrive aren't the ones clinging to what worked last year. They're the ones willing to ask, "What's next?" In this keynote, Tripp shares the surprising truth about creativity: it's not reserved for marketers, designers, or "the creative types." It's a muscle anyone can build and in today's business environment, it's not optional. Through unforgettable stories, personal antidotes, and interactive experiences Tripp teaches audiences how to: **Make space for fresh perspective**—even when there's no time **Turn limitations into breakthroughs** instead of excuses **Generate brilliant ideas** by embracing "bad" ideas first **Actually listen—**not just accepting what fits the desired narrative **Lead with creativity** as a responsibility, not a personality trait Teams walk away with a way to think differently, adapt faster, and stay ready for what's next.

Creative Breakthrough: How to Have More Good Ideas. Most companies say they want innovation, but they're killing it with the same processes that made them successful. In this high-energy, interactive keynote, Tripp reveals why breakthrough ideas don't come from forcing creativity or repeating what's always worked. They come from creating the right conditions and having the curiosity to see things differently. Drawing from his experience creating content viewed hundreds of millions of times and working with major brands, Tripp teaches audiences: The psychological principles behind breakthrough thinking Why most "innovation initiatives" fail (and what works instead) How to build teams that collaborate instead of compete Practical frameworks for generating and iterating on ideas The role of empathy and perspective in creative work Audiences leave with the clarity and tools to create the conditions where better ideas and stronger collaboration can thrive.

From Idea to Impact: Why Good Ideas Die (And How to Build Processes That Let Them Live). Your team has great ideas. Really great ones. Everyone leaves the brainstorm excited. The energy is high. The concept is strong. And then… it enters "the process." Suddenly there are fifteen stakeholders who all need to weigh in. Legal wants changes. Finance wants to de-risk it. The executive who wasn't in the brainstorm has "thoughts." By the time the idea makes it through seven rounds of revisions, it's been refined into something safe, forgettable, and nothing like what made everyone excited in the first place. You didn't execute the idea. You killed it. Many companies don't have an idea problem. They have an execution problem. They're trying to run creative work through processes built for efficiency, not innovation. They're putting the wrong people in the wrong decision-making roles. And they're fundamentally misunderstanding how good ideas should evolve—forward toward breakthrough, not backward toward mediocrity. In this keynote, Tripp shows leaders how to redesign the way ideas move from spark to scale—building clear ownership, smarter decision paths,

and creative guardrails that protect what makes an idea powerful, so great thinking doesn't die in the process but turns into real, measurable impact.

The Collaboration Code: How Great Teams Actually Work. Real collaboration is about having the courage to challenge each other, the curiosity to understand different perspectives, and the psychological safety to take creative risks. Most teams confuse politeness with collaboration and wonder why they keep producing mediocre work. Tripp reveals: Why most collaboration is actually dysfunction in disguise The role of curiosity and empathy in high-performing teams How leaders accidentally kill creativity while demanding innovation Practical tools for building psychological safety The personal work required to be a great collaborator Audiences leave with practical tools and a clearer understanding of how to build teams that challenge each other productively and do better work together.

The Courage to Try: Inspiring Resilience, Risk-Taking, and Career Clarity. Progress requires discomfort, yet many professionals hesitate to take the risks that open the door to opportunity. In this candid and hilarious keynote, Tripp shares the surprising turns of his own creative journey—from an uninspiring early corporate career to the risks he took that reshaped his understanding of success. Through these stories, he illuminates how letting go of perfectionism, embracing uncertainty, and reframing failure can lead to more fulfilling work and greater impact.