

Julie Austin – Presentation Examples

Sparking Innovation

How to Turn Great Ideas Into Great Value

Intellectual property is a valuable asset that is often overlooked by companies and organizations but could be a steady income stream that brings in money for years to come. Inventor and innovator Julie Austin shows you how to turn your employees into problem solvers, and how to profit from the great ideas they come up with. She gives examples of hospitals, credit unions, corporations, and non-profits who have tapped into their collective intellectual resources to generate a constant flow of income.

All innovation starts with great ideas. Some of the most important innovations in history were discovered by accident, such as penicillin. But there is a deliberate way to discover innovative ideas, whether it's a new drug, a new product, new delivery systems, or new ways of doing business.

These are simple ideas and ways of thinking that will turn your whole staff into problem solvers. It doesn't take any extra time away from their jobs, but instead is a problem-solving mindset that will greatly improve your bottom line and employee morale. Your payroll is your biggest expense. Why not utilize the collective brain power you're already paying for, and let your employees have some fun at the same time.

Your attendees will learn:

- How a janitor at Frito Lay accidentally invented one of their most popular products
- How 3 employees at the Rocket Chemical Company invented WD-40 and turned it into a multi-billion dollar business
- The story of how 3M kept all of their employees during the Great Depression, when most companies were laying people off, thanks to the invention of Scotch Tape
- How to build an innovation culture into your company
- Where to look outside of your industry for new ideas your competition will never think of

Julie Austin has trained scientists, engineers, and executives from around the world. As an inventor, patent owner, and international manufacturer, she knows how to instill the innovation mindset that will have your employees generating new ideas quickly.

Attendees will be excited about innovation, and will come back with hands-on knowledge they can use to solve problems, create new products & services, and learn new ways of doing business that will boost your company's bottom line.

Innovating Within Your Competitive Advantage

All industries face it at some point...disruption. You may think your industry or your company is safe, but when you don't look into the future and see what's coming, and when you don't

constantly innovate, you risk the chance of being blind-sided by your competition, the economy, technology, the weather, government regulations, or customer tastes.

Innovation has become a vague buzz word these days. But if you start by innovating within what you do best, or your competitive advantage, you'll be ready to change when you're hit with disruption.

Innovation not only helps you avoid disruption, but also helps you to grow your business and stand out from the competition.

Inventor and innovator Julie Austin's speech is based on *6 unique*, innovative strategies you can use for marketing and branding to distinguish yourself and stay ahead of the curve.

Here's what you'll learn:

- Most important things you will need to compete in today's hyper-competitive world
- How to leverage and monetize your assets through innovation
- How to work with your competition for a win-win
- How to infuse innovation into your company's culture

Diversity for the Bottom Line: Turning Differences Into Dollars

Large corporations, science labs, small businesses, non-profits When most people think of diversity, it usually only goes as far as skin color. But for a company or organization to really profit from diversity, it needs to go deeper than that. Studies have shown that organizations that have a team of people with different industry backgrounds, different social and economic backgrounds, genders, cultures, attitudes, and belief systems tend to innovate faster and more efficiently.

Failure to create highly diversified teams often results in GroupThink, a psychological phenomenon where the need for group harmony outweighs rational decision-making and stunts innovation. Studies in science labs have proven that the lab teams with the most diversity in all areas created the most innovative projects, and exhausted all possibilities in problem solving.

Attendees will learn:

- How extreme diversity generates the most original ideas
- Why the definition of diversity needs to change
- How to educate your staff and HR reps in a new definition of diversity
- How organizations who embrace all diversity will outperform the competition

The Art of Customer Experience

From the economic boom times of the Renaissance to the depths of the Great Depression, savvy businesses have been outwitting the competition by mastering the art of customer experience. Author of *From the King's Court to Kickstarter: Patronage in the Modern Era*, futurist, innovator, and historian Julie Austin, traces the roots of customer experience to prove that everything that's old is new again, and combines those techniques with modern technology to help today's businesses innovate in any economy.

What your audience will learn:

- How to partner with creatives to drive traffic
- The value of an experience – the trend of the future
- Simple ways to create an experience
- How to put a new twist on an old idea
- Why P.T. Barnum was the ultimate master of customer experience
- How to build loyalty within the community

Necessity is the Mother of Invention

The New Breed of Women Inventors

Less than 10% of patent holders in the world are women, and Julie Austin wants to change that. Julie is an inventor and has learned the whole process from start to finish on her own, with no mentors, no financial backing and no experience. She started with \$5.00 and a ball of clay that she turned into a prototype. Her product, swiggies, wrist water bottles, is now an international NASDAQ winning success.

Attendees will learn:

- * The history of women inventors
- * Why women are actually better suited to be inventors
- * Why women inventors have had such an uphill climb
- * How women can compete with men in the inventing field

The Curious Mind: How Creativity Gives You a Bigger Sense of Purpose

Babies are born curious, but somewhere along the line many adults lose that sense of wonder. They lose that sense of excitement that comes from exploring everything the world has to offer, from the mundane to the extraordinary.

Studies have shown that people who have a sense of purpose live longer. Creativity gives you a sense of purpose that's endless. Curiosity is the spark that ignites creativity and motivates us to reach our goals. It turns work into play and fulfills us in our personal lives. Curiosity motivates us to learn and drives us to explore, discover and grow.

For inventors, curiosity is what drives them to create something that never existed before, to ask "why" and "why not". Inventors are curious about the world around them and are therefore able to see opportunities others don't see. But everyone has the ability to spot those opportunities, they just have to follow their curious mind wherever it takes them.

Julie Austin is an award-winning inventor, innovator and creativity & innovation expert. In Julie's inspirational and educational speech, she clears up the myths, and demonstrates how taking creative risks can help you build the confidence to discover hidden talents you never knew you had. She gives a series of techniques you can use in your own life to set you on a path of discovery and growth through creativity by tapping into your curious mind.

What attendees learn:

- Why curiosity is the key to an exciting and fulfilling life
- How creativity helps your staff generate new ideas
- Why having a sense of purpose will extend your life

If They Care About Your Story, They'll Care About Your Brand

How to Use Storytelling to Brand Your Business

People are bombarded with messages all day long. But studies have shown that the ones they remember are the ones that have a good story behind them. In fact, people are 20 times more likely to remember your company or product if it has a good story. The trick is to find what's compelling about your company or product, and weave the features and benefits into the narrative.

As the gatekeeper for an international **Academy Award winning production company**, **Julie** dishes the insider secrets on how to construct a great story. She's worked in the development of over 1,000 scripts and heard numerous pitches requesting funding from \$50,000 to 5 million dollars.

Your attendees will learn:

- How to get people to fall in love with your brand
- Why people need heroes and where you can find them
- How to get people to think of your product first

What Great Leaders Know About Storytelling

How to Draw People in With Your Message

People are 20 times more likely to remember facts if they are woven around a compelling story. Great leaders know this. They also know you have to tell those stories with true passion that comes from the heart. Great leaders know that if you want to get people to give you money, vote for you, green light your projects, or buy your products, you have to have a good story behind it. As the gate keep for an international Academy Award winning production company, **Julie** dishes the insider secrets on how to construct a great story. She's worked in the development of over 1,000 scripts and heard numerous pitches, requesting funding from \$50,000 to 5 million dollars.

Your attendees will learn:

- How to get people to rally around your cause
- Why people need heroes and where you can find them
- How to get people to remember and repeat your stories