

Julie Austin – Keynote Outlines

Creating Serendipity

Serendipity is about finding something of value that you're not looking for. Inventors know this and know how to create the conditions for serendipity to happen. Without serendipity we wouldn't have penicillin, microwave ovens, X-rays and velcro.

We all know people who seem to have all the luck, and ones who can never catch a break. It turns out that there's a scientific reason why. Lucky people have a series of traits and habits that leave them open to more serendipity. But those traits and habits are available to anyone who wants to have more good luck in life.

Some of those include having an insatiable curiosity, being able to look at things from a different perspective, knowing how to spot opportunities others miss, how to turn bad luck into good luck, and getting out of your comfort zone on a regular basis.

Inventor and innovator Julie Austin weaves inspirational storytelling and examples of serendipity with proven techniques inventors use to create more serendipity in life and business.

What attendees will learn:

- Why curiosity is the key to a better life
- How to spot opportunities others miss
- Why we all tend to get stuck in a rut, and how we can get out of it
- How to create more good luck in life

Surviving Disruption: 12 Unique Innovation Strategies to Create Your Ultimate 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.

Inventor and innovator Julie Austin's speech based her book "Surviving Disruption" is 12 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

Brainstreaming

How to Think Like an Inventor to Generate Breakthrough Ideas

All innovation starts with great ideas. Some of the most important innovations in history were discovered by accident, such as Post it Notes, X-rays or penicillin. But there is a deliberate way to discover innovative ideas, whether it's a new business model or new inventions. 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 new problem-solving system that will greatly improve your bottom line and employee morale.

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. Inventor and innovator Julie Austin shows you how to turn every member of your organization into creative problem solvers. This is a high energy speech with some fun and interactive games and exercises. Whether it's ideas for new marketing campaigns, new products, services or new business models, your audience will learn the secret techniques inventors use to generate breakthrough ideas to create their ultimate competitive advantage.

Your attendees will learn:

- How to jumpstart your creativity at work
- Brainstorming techniques to generate solutions to your most pressing problems
- Where to look outside of your industry for new ideas
- How to find the time for creativity at work and why it's worth it
- How to inspire ALL of your employees to be more creative