



THE ART OF REALLY LIVING

JOHN K. COYLE SVP OF INNOVATION, OLYMPIAN

APPLY DESIGN THINKING TO STRENGTHS AND DESIGN AROUND WEAKNESSES

John's driving passion is using **design thinking principles** to help both individuals and teams to identify their strengths and then maximize those unique capabilities while designing around weaknesses (vs. fixing them.) He believes that strengths-focused innovation is the crucible that **unlocks human potential AND company growth**.

Integrating his experiences from the Stanford D School, the Olympics – both as a competitor (silver medalist) and analyst with NBC, and his work as SVP of Innovation, John weaves a narrative around his Olympic and business success and how it was dependent on an innovation mindset.

johnkcoyle@yahoo.com | 312.437.1509
@CoyleJohnK | johnkcoyle.com | artofreallyliving.com



John's experiences have all led to the same lesson: that the best way to unlock human potential and drive growth is to design lives, careers, and teams maximizing strengths rather than fixing weaknesses.

JOHN COYLE

Olympic speedskater on team USA, silver medal winner at the 1994 Winter Olympics; product designer, marketing strategist, Principal at Diamond Management Consultants, User Experience Design at Enron, Program Management at Goldman Sachs, multiyear strategic transformation at U.S. Cellular, including Culture of Innovation.

Currently, John is an SVP of Innovation at Maddock Douglas, an innovation consultancy, where he leads the innovation leadership development practice, guiding senior executives into the mindsets, practices, skills and toolsets required to be leaders of the future.

John continues to participate in the Olympics as an expert commentator and analyst for NBC.

EDUCATION

- BS Engineering and Product Design, Stanford University
- MBA Organizational Behavior and Marketing, Kellogg
- Professor: John teaches a Master's of Innovation course at CEDIM graduate school, Monterrey, Mexico

SEE JOHN

TEDx: bit.ly/1t7mJVH

Olympic TV: bit.ly/1tBmNSL



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BOOK JOHN

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ATTENTION BUSINESS LEADERS:

- Are you and your team members fully engaged and living up to your true potential?
- Do you spend more time coaching for weaknesses than elevating strengths?
- Are you actively managing your team to maximize their individual and collective strengths?

If NOT, John can help you learn how to **apply design thinking to find your individual strengths** and leverage those of your team.

"John's ability to grip an audience, to craft a business story on very human terms, to tie it back to the success of his team's efforts is one the best I have ever seen."

– David Rosen, Tibco

"I could sincerely say that within my 20 plus years of consulting, John is one of the few guys that has the whole package. John is wicked smart, truly strategic, can roll around in the data with anyone, and knows how to work up and down 'the system!'"

– Scott Davis, Chief Growth Officer, Prophet

"John is a consummate strategy, innovation and marketing professional who combines an unparalleled level of business acumen, systems thinking and disciplined focus in creating and implementing organizational strategy with extraordinary results."

– Thomas J. Griffin Ph.D

ODD FACT

John is the only person in the world to have worked on the same teams as Jeff Skilling and Ken Lay of Enron AND Lance Armstrong: competing on the same cycling team. Considering these enterprises ended up becoming the two greatest frauds perpetuated in modern history we are not sure what this says about John, but he's seen the in's and out's of some interesting cultures.