

# CREATING A CULTURE OF INNOVATION

## PRACTICAL TOOLS TO BUILD A CULTURE OF CREATIVITY, INGENUITY AND DETERMINATION

With AI and other disruptive changes as the new constant, fostering an innovation culture is mission-critical to stay ahead. The catch is, our natural human inclination is to resist any change, seeking comfort in the security of familiar routines.

Sterling Hawkins offers a fresh perspective on innovation built on launching, investing, and growing over 50 startups. He shares a science-backed approach to breakthrough innovation by coming from a place of curiosity, not certainty. To achieve the impact we desire in our businesses, communities and families, we need a complete perspective overhaul.

Learn Sterling's holistic approach for cultivating a culture of creativity, ingenuity, and determination across all areas of an organization. This keynote goes deeper than a motivational talk: it's a transformative experience that shows you how to innovate and create from true inspiration.

### OUTCOMES |

- **Break Free from History:** Identify and release outdated narratives that hinder team progress.
- **Cultivate a Culture of Innovation:** Apply practical tools to foster an innovative culture that distinguishes your organization in a competitive market.
- **Embrace Failure to Succeed:** Adopt a neuroscience-backed approach to break down silos, embrace failures, and uncover breakthrough opportunities.

### THIS INNOVATION KEYNOTE IS DESIGNED FOR LEADERS WHO ARE |

Seeking a new approach to innovation that drives organic growth, competitive advantage and higher performance.

Looking to break free of legacy thinking, limiting beliefs and fear of failure to realize next-level breakthroughs.

Inspired to take smart risks, desire to embrace new technologies or approaches and need to collaborate in deeper ways.

