

# JENNIFER THOMPSON

KEYNOTE SPEAKER  
WRITER  
COACH  
EXTERNAL PROVOCATEUR



## Creating Transformational Innovation Leaders

Transformational Innovation means transforming your company culture and your leadership habits to allow innovation to happen. It is having the guts to be “remarkably different” vs. “marginally better.”

When organizations don't innovate you find yourself with no one to sell to or work with. Anyone want to buy some 35mm film? Just ask Kodak or hundred's of other companies who failed to act on innovation.

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### Booking Information

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### HOW DO YOU DO INNOVATION RIGHT?

- It is building a culture where deviant ideas are recognized and championed.
- It is coaching teams to find the right problems to solve.
- It isn't another Post-It note exercise to find some marginally okay ideas.
- It's not just seeing incremental changes to products and services, but delivering solutions your customer didn't even know they wanted.
- And most importantly, it is having a culture and philosophy that keeps ideas flowing; insuring longevity and growth for you and your business.

### FAVORITE TALKS:

#### BE DEVIANT! 1 hour

Being deviant, doesn't just sound like fun and a little irreverent, it will increase creativity, innovation, and profits. True innovation has no competition. Innovation is a Top 5 priority for executives and most have no idea what it means to be truly innovative. Explore how to start your deviant journey and find real innovation.

#### What is Deviant Thinking?

- It is having the guts to be “Remarkably Different” vs. “Marginally Better”
- It is breaking the rules. Remember the rules are all made up anyway.
- It is expanding your possibilities to beyond what you thought possible.

#### What will you learn:

- The neurological reasons why innovative thinking is so difficult. And why we have trouble with innovative thinking even though we all say we want more of it.
- How to rewire your brain and your company to expand your innovation.
- The reasons why brainstorming doesn't work and what to do instead.

#### DEVIANT LEADERSHIP 4 hour- 3 Day Custom Workshops



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## WHAT OTHERS ARE SAYING:

"Jennifer brought passionate and enthusiastic energy; she is a great story-teller. One staff remarked, "She has a captivating accent. I want to listen to her all day!" Through her story and presentation she got our group excited about her path into deviant thinking and helped us take our first steps on our own deviant thinking path."

- Neighborhood House

"I've had the pleasure of attending two different presentations by Jennifer. While both talks were on Deviant Thinking, each was well tailored to the distinctly unique audiences I was in. Jennifer sent me home with pages of notes and numerous nuggets of wisdom and tools to share at the office (and at home). Jennifer is an expert in her subject matter and presents with a wonderful blend of science-driven insights, humor, professionalism, relevance and of course, sass." - Rebecca

## PARTIAL CLIENT LIST

- Neighborhood House
- TARGET
- Be The Match- National Bone Marrow Donor Program
- Capella University
- Hennepin County Center of Innovation and Excellence
- Forum of Executive Women

Jennifer Thompson is a little bit sassy, a whole lot of deviant, and a bunch of fun! Jennifer's goal is to change the world through promoting love of deviant ideas. She believes in being "remarkably different" verses "marginally better" than the competition.

As a champion for Deviant Thinking, she spreads the word about how being deviant will positively impact the world. Her website [DeviantThinking.com](http://DeviantThinking.com) provokes conversation and champions innovation.

Jennifer's experience includes being a serial entrepreneur and leading one of the most creative teams in America at Target Corporation.

Jennifer was recently honored by being chosen by Microsoft, to participate with a salon of 50 innovative thinker's helping to shape the future of work.

Jennifer is a contributor to Forbes on innovation and the workplace.



## Booking Information

For more detailed information on Jennifer's topics or to book her for your next event please contact us at: 612.323.4914