


# Nicholas J Webb

## FUTURIST & INNOVATION EXPERT

## One of The World's Top Future Trend Speakers

Are you ready to take your creative ideas from 'incremental' to 'disruptive' or even 'destructive'? Nick Webb just spoke to one of our teams and **left the group inspired and eager to break our normal conventions**. He's right when he says Innovation is not a bumper sticker - you have to do something to make it come to life. **Cal Austin** Regional Director - Pfizer Innovation 

### Why Nicholas is your **BEST** choice

Your audience demands a futurist speaker who is not merely a theorist but a real-world expert who walks the walk. Nicholas Webb is a multi-award-winning inventor, best-selling author, innovation professor, and the director for the Center for Innovation at WesternU, one of the country's top medical schools. He is also the CEO of Lassen Scientific Inc., a management consulting firm providing innovation management consulting service and training to the best brands in the world. As an award-winning inventor, he's been awarded over forty US patents for technologies that range from one of the world's first wearable technologies to one of the smallest medical implants. As a researcher and professor, Nicholas travels the world working with fellow thought leaders to not just learn about the future but to create it.

## Future Trend Topics

### THE FUZZY FUTURE

Many organizations see the future as fuzzy, amorphous, and intimidating. The good news is that the future is predictable—and it's going to be amazing! In this powerful talk, world-renowned futurist Nicholas Webb will take your audience on an exciting journey into the future, both near and far.

### THE FUTURE OF TECHNOLOGY

In this powerful talk, Nicholas will take the complexity of future technologies and make it approachable, understandable, and real. Customized to be highly relevant to your industry, Nicholas will help you successfully blaze your trail to an amazing future.

### THE FOUR SHIFTS OF THE FUTURE

The future is bringing four well-defined building blocks or shifts: the impact of consumerization, connection architecture, disruptive innovation, and new economic models. When you understand these building blocks, your organization will be able to connect these trends to your organizational strategy to ensure your enterprise success.

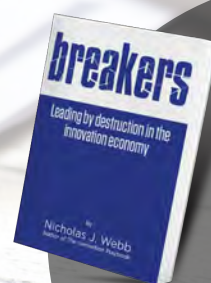
### Nicholas is A Number One Bestselling Author.



Published by the largest book publishers in the world, Nicholas has a massive body of knowledge from his research. His books include his best-selling books, *The Innovation Playbook*, *The Digital Innovation Playbook*, *What Great Leaders Know*, and his most recent Five Star Rated, Number One Best-Selling book, *What Customers Crave*.



Number One Best-Selling book



Book now and get a **FREE Digital Book (Breakers)** for your entire audience

### WHAT CLIENTS ARE SAYING...

"His presentation was **VERY well received!**"  
Jeanette F., Director of Sales Operations / Cigna

"**I got raving reviews**, including from the global head of R&D and head of quality, who were all in the room." **David Lee, Baxalta**

"Nicholas Webb's talk as a **religious experience. Amazing talk.**" **Carla Lyons, VP Marketing / Lillibridge Healthcare Services, Inc.**

"The **best speaker** out of all the years of our event!"  
**April Love, Marketing Service Manager / Limelight Networks**

"**Nick Webb boldly debunks common myths about innovation** and he's not afraid to use children, pumpkins, or massages to do it." **Susan Obermeier**  
**Association of Strategic Planners / 2013 Co-Chair Speakers Committee**

### Trusted by The Best Brands In The World



### Nicholas Webb

Nicholas Webb customizes his talks to fit the unique and special needs of your organization and event strategy. You should never hire a speaker without first asking the tough questions about their expertise and the talk strategy.

**Book your no obligation consultation with Nicholas today.**