



BUSINESS SPEAKING TESTIMONIALS

“Thank you for teaching us that getting a great answer first requires asking a great question. The stories and practices you shared are inspirational and will aid us in identifying and solving problems creatively as we seek to become expert question askers.”

—CHRISTOPHER J. SCOLESSES, DIRECTOR, [GODDARD SPACE FLIGHT CENTER, NASA](#)

“The two-day session just ended and I wanted to send a note of thanks for all of your hard work. The team was thrilled by your presentation and everyone is committed to asking more questions.”

—REGINA KUZMANICH, SENIOR MANAGER, [PEPPERIDGE FARM](#)

“Your presentation was perfect. It got people thinking about the question as opposed to the answer—and was referenced throughout our conference.”

—RISHI KUMAR, [PEPSICO](#)

“I would like to sincerely thank you for being the guest speaker at Little Caesars Innovation Summit. What a great way to start out the day! Not only did the subject matter of “Questioning” fit in perfectly with the event, but you hit it home with a very engaging presentation. By the end of it, I could really tell that people were getting excited about thinking differently. Many colleagues have reached out to me to let me know just how much they appreciated your talk. Thank you for helping to make the Little Caesars Innovation Summit a success!”

—RICK MORENO, SENIOR VICE PRESIDENT, INNOVATION & DISTRIBUTION,
[LITTLE CAESAR ENTERPRISES, INC.](#)

“I want to thank you once again for the excellent seminar and great discussion during lunch. It was one of the most well attended seminars and so many folks have reached out to express how relevant it was. Those that missed it are waiting impatiently for the recording to be made available.

We have had more than triple the usual number of book requests via the monthly book series for “A More Beautiful Question.” I look forward to reading The Book of Beautiful Questions in the near future.

—RAASHINA HUMAYUN, [LAM RESEARCH](#)

“Thank you for speaking at our leadership meeting. We received such positive feedback about you and your message! And, folks are applying what they've heard. An example—in a meeting I attended this week the leader had asked team members in advance to come ready to discuss a challenge in their area and to answer the



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question ‘How might we address this challenge?’ Thank you for making a positive impact. I look forward to a more inquisitive and innovative culture here at WGL.”

—**LUANNE S. GUTERMUTH, WASHINGTON GAS**

“Many, many thanks for being such a wonderful collaborator and engaging speaker for our event! We couldn’t have asked for a better partner to plan the keynote with. I know the attendees were also just pleased as punch to receive signed copies of your book. There were happy murmurings in the hallways.”

—**JESSICA PETTUS, ORACLE**

“Las Vegas is a city that is constantly re-inventing itself, so we have a profound need for executives who are innovative thinkers. We invited Warren to address a group of our high-potential leaders to help them identify tactics for questioning. Warren worked with us to customize the program so that it used our own business goals to tackle a number of real-world activation projects planned for the Las Vegas Strip. Having that supportive collaboration with him was a huge advantage in making the workshop successful. By applying “the 5 why’s”, our group better understood how to structure their questions in order to tackle the projects. The project solutions were eventually presented to members of our c-suite as a capstone exercise. Even long after our engagement with Warren, I still hear some of our executives begin conversations with “How might we...” when solving a problem – further validating the impact that Warren’s workshop had on our participants thinking.”

—**ROBERT HORGAN, MGM RESORTS**

“Your inspiring and thought-provoking sessions during the Risk Networking Days and the Corporate Financial Planning training day both created the right discussions—with the participants leaving the sessions with new tools to excel in their respective roles.”

—**ANNETTE SCHÜTT FIGG, NOVO NORDISK**

“Just wanted to share with you the excellent feedback we had after yesterday's session. People seemed genuinely inspired by your presentation and it dovetailed so perfectly into the broader leadership message. Thank you for being such a great partner.”

—**ELIZABETH MANKIN, CHANELUSA**

“Feedback regarding your presentation has been fantastic. I’ve received a number of notes that your speech connected perfectly with both the conference theme and an organizational opportunity. Folks are sharing your 7 takeaways across the business



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areas. I really appreciate what you provided to us. It has created the energy we'd hoped the event could provide. Based on the results last week, we're already planning to do the conference again next year."

—**TREY WHITAKER, MASSMUTUAL**

"We invited Warren to speak to our Leadership Development Program because we have a core interest in how to innovate and the power of asking the right questions to spark the next big "thing" in our industry. Warren's talk was streamed to our membership across the country and we all agreed—the message was inspiring and full of great ideas that we can apply directly to our daily work. We now start our conversations with 'how MIGHT we'..."

—**KATHERINE YURSKY, LEADERSHIP ENGAGEMENT TEAM LEAD, BOEING**

"Warren Berger offers a cure for a disease in large enterprises. He provides a framework to help leaders ask the most important questions—which is one of the most fundamental characteristics of a great leader—while sharing inspiring stories to show the incredible power of this concept."

—**JIM STENGEL, FORMER GLOBAL MARKETING OFFICER AT PROCTER & GAMBLE**

"As an organization, we've decided to put the theories and exercises experienced in your session into the DNA of LexMar Global. This will be the backbone of who we are. We intend to place "How might we...?" plaques on the walls around the office and will likely add our internal "mission question" to the walls as well. We will also be using your methodology to explore a number of other avenues that we've yet to share with the group. Thanks."

—**STEPHEN GARROW, CHAIRMAN OF LEXMAR GLOBAL**

"I saw Warren deliver a keynote at the 2010 FUSE Conference in Chicago and invited him to speak at one of GE's global design summits. His talk was fun and inspiring—challenging us to look at creativity and innovation in a fresh way."

—**IVAN CAYABYAB, GLOBAL BRAND MANAGER, GE**

"We brought Warren to Venice to speak to our top Pernod Ricard brand CEOs from around the world about creativity, design, innovation, and the art of asking great questions. His presentation was chock-full of inspirational moments and fresh ideas."

—**PASCAL MINELLA, CREATIVE CONSULTANT, PERNOD RICARD**



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“Feedback from our attendees pointed to Warren’s session as one of the conference’s most thought-provoking, and his insightful thinking on questioning and how it can fuel innovation and new opportunities added significantly to the conference dialogue.”

—**CHAD FLEMING, CONFERENCE ORGANIZER, [INTERNATIONAL WOMEN’S FORUM \(IWF\)](#)**

“Warren was one of our keynote speakers at the annual DesignThinkers Conference in Toronto, speaking in front of over one thousand design and business professionals who come together for this global event. The audience really responded to his talk on questioning and how it leads to innovation and creative breakthroughs.”

—**HILARY ASHWORTH, EXECUTIVE DIRECTOR, ARGD ONTARIO, ORGANIZER OF THE [INTERNATIONAL DESIGNTHINKERS CONFERENCE](#)**

“Warren’s talk really got my people fired up—it introduced us to a whole new way of thinking and problem-solving.”

—**KATHLEEN GRIFFITH, VICE PRESIDENT, [SAATCHI & SAATCHI](#)**

“Warren Berger’s presentation on creative thinking—and in particular his focus on “asking the right questions”—ended up being one of the most provocative and talked-about speeches of the conference.”

—**DONALD HICKS, FOUNDER AND CEO, LLAMASOFT, INC. AND HOST OF THE [SUMMERCON INTERNATIONAL CONFERENCE ON SUPPLY CHAIN DESIGN](#)**

“Warren is a frequent guest speaker at the University of Colorado, and he also served as the “professional-in-residence” at our “Innovators” series—where he interviews (in front of a large live audience as well as a live-streamed TV audience) top creative leaders and business executives from around the world. He’s not only a great speaker, he’s an excellent host and moderator—he can lead just about any type of discussion on creativity and innovation.”

—**MELINDA KIGER CHEVAL, CO-CREATOR OF “INNOVATORS” LECTURE SERIES, [UNIVERSITY OF COLORADO](#)**

“The genesis of many great startups is the simple question, ‘*Wouldn’t it be cool if...?*’ Warren Berger helps you understand the power of questions to change the world. Real men ask questions, they don’t spout out answers.”

—**GUY KAWASAKI, FORMER CHIEF EVANGELIST AT [APPLE](#)**