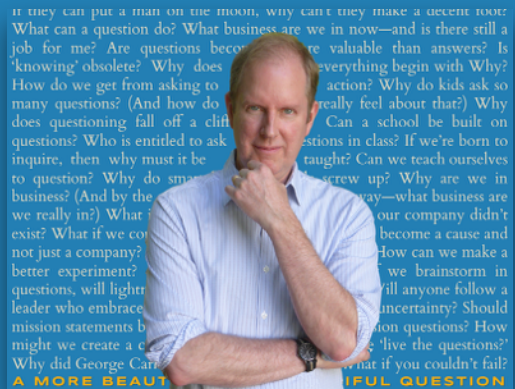


# Warren Berger • The Question Guy

Innovation expert, best-selling author, and business journalist Warren Berger shows how innovators and dynamic companies can harness the power of questioning to spark fresh thinking and breakthrough ideas.

**Expertise:** Business growth/strategy/trends; Innovation; Change: Living with it; Change: Managing/Leading It; Training & development; Creativity; Entrepreneurial anecdotes; Problem-solving; Design thinking; Education reform; Educating children; Personal growth and happiness.



"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

"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

"Questions have literally moved mountains, powered rockets, and instantly developed images. Berger focuses on what he calls 'Beautiful Questions'... that can lead to game-changing answers and results. These are questions that, once raised, tend to get people thinking in a different way."

—THE ATLANTIC

## Warren Berger believes questions are more important than answers

Berger is the creator and editor of the website [AMoreBeautifulQuestion.com](http://AMoreBeautifulQuestion.com) and author of the book **A More Beautiful Question** (Bloomsbury, 2014)—both focusing on the power of inquiry to spark breakthrough ideas.

An expert on design thinking and innovation, Berger has studied hundreds of the world's leading innovators, red-hot start-ups, designers, and creative thinkers to analyze how they ask game-changing questions, solve problems, and create new possibilities.

Berger's previous book was the international bestseller **Glimmer: How Design Can Transform Business and Your Life** (Penguin; 2009), published in several editions worldwide. Business Week named Glimmer one of the "Best Innovation & Design Books of the Year."

Berger's currently writes for **Fast Company** and **Harvard Business Review**, and was a longtime

contributor at **Wired** magazine and **The New York Times**.

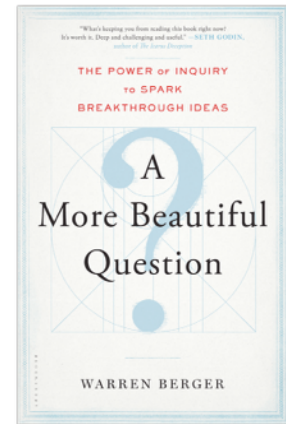
He has appeared on NBC's Today Show, ABC World News, CNN, and as an expert on NPR's All Things Considered. As a speaker, he has keynoted at the CUSP Conference, the Fuse Conference, the Design Thinkers Conference, the International Women's Forum in Rome, and TEDx Portland. He has also spoken at in-house conferences hosted by **General Electric**, **MassMutual**, and **Microsoft**, among others.

A graduate of Syracuse University's Newhouse School of Communications, Berger serves as an Adjunct Professor and host of the "Innovators" lecture program at the University of Colorado and has been a guest lecturer at The University of Virginia, The University of Oregon, University of Texas, New York's School of Visual Arts, and Virginia Commonwealth University.

## WARREN BERGER'S SPEAKING TOPICS

### How 'Beautiful Questions' Lead to Game-Changing Innovation

In this presentation, Warren shares inspiring stories that reveal how some of today's hottest startups and biggest product breakthroughs began with people asking bold, powerful, 'beautiful' questions. What can the rest of us learn from these surprising stories? Warren shares critical insights and lessons from these examples, and distills it all down to a set of practical tips and takeaways on the art of Innovative Questioning. This talk will provide the tools to enable any business leader, manager or entrepreneur to formulate the kinds of questions that can spark ideas, identify new opportunities, or help improve existing methods and processes.



#### Among the points covered:

- The "Why/What if/How" cycle of Innovative Questioning
- How to 'step back' and see your company/customers/industry with a fresh eye—so that you can question your own assumptions and habitual ways
- How to know if you're asking the "right" questions that can lead to better results
- How to improve your questions and make them more actionable
- How to engage in "collaborative inquiry," so that teams (or the entire organization) can work together to ask beautiful questions that lead to breakthrough answers.

---

### "Leading with Questions": How true leaders inquire as a means to inspire

What do today's most creative, successful business leaders have in common? According to research shared in this presentation, today's top leaders are invariably great questioners. By asking the right questions, they are able to help their organizations anticipate change and move in new directions. But it isn't easy for leaders to embrace questioning (traditionally, leaders have been expected to "have the answers"). In this presentation, geared specifically to those in leadership or mid-to-senior management roles, Warren talks about the evolution of the new "questioning leader" in these times of greater complexity and uncertainty. He shows how great leaders are able to find the best questions to ask—and how they can inspire those around them to question more and better.

#### Among the points covered:

- The 3 most important questions any leader can ask
- The 4 questions a great leader should never ask
- How a questioning leader can get even better at questioning via techniques of "appreciative inquiry"
- Why people are actually more likely to follow a leader who questions
- How a leader can inspire and foster a "culture of inquiry"—so that everyone else in the organization is

---

### Questioning as an Engine of Transformation

Is your organization on the cusp of a major transformation? Are you implementing a new initiative or trying to bring about organizational change—perhaps in response to sweeping changes in your industry? In this talk, Warren shows how an organization can help its people at all levels to become more agile and adaptable by arming them with better questioning skills and by

encouraging a more open, curious mindset. Questioning is a fundamental tool for confronting change and engaging in continuous improvement—both on an organizational and an individual level. This talk can be adapted for specific transformation programs (such as Lean Management initiatives) or for more general situations in which an organization is trying to respond to profound new challenges. It can also be geared to leaders/managers—or presented as a rallying cry to the overall organization.

**Among the points covered:**

- Why transformation efforts must begin with fundamental questions
- Why it's so important for companies-in-transition to be able to tap into the "collective curiosity" of all their people
- Why people are more likely to "buy into" change if you can engage their natural curiosity and their (often latent) desire to engage, explore, and question
- How questioning can be used to rethink and reinvent existing processes
- Why self-questioning skills can help individuals and teams to operate more autonomously within a larger system
- How "collaborative inquiry" can help teams (or the entire organization) work together to ask beautiful questions that lead to breakthrough answers.

---

## EDUCATION-THEMED PRESENTATION

### Why Aren't We Nurturing Kids' Natural Ability to Question—and What Can Parents and Schools Do About That?

Children are natural questioners, asking hundreds of questions a day between the ages of 2 and 5. But then kids go to school and questioning falls off a cliff, displaced by rote memorization and standardized tests.

As Warren shows in this presentation, we are doing a great disservice to our young people if we allow their "questioning muscles" to atrophy—because questioning is key to learning, and people who are comfortable raising and tackling difficult questions are more likely to flourish in the innovation-driven world of tomorrow.

In this talk, Warren shares practical ideas and strategies for encouraging more questioning in today's classrooms, including insights and tips from The Right Question Institute (a renowned nonprofit education reform group that has pioneered new question-teaching methods). This presentation includes fun question-formulation exercises, and is ideal for audiences of teachers, parents, students, education conferences, school district summits, university events, or any gathering where there is a strong interest in learning, curiosity, and the future of education.

SEE CLIENT TESTIMONIALS ON NEXT PAGE »

## TESTIMONIALS



“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 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 YURSKYM, LEADERSHIP ENGAGEMENT TEAM LEAD, BOEING



“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



“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 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,

THE INTERNATIONAL  
DESIGNTHINKERS CONFERENCE



“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 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