

# MARTY NEUMEIER

Keynotes & Workshops

Marty Neumeier is a tireless advocate for creativity—whether in the service of brands, products, services, companies, environments, or communications. “Business is a fulcrum for change,” he says. “Improving how business works is the quickest way to improve how the world works.”



## PROFESSIONAL BACKGROUND



### **Marty Neumeier is on a mission is to help organizations and people find their creative genius.**

Recognized as a key progenitor of design thinking, Marty bridges the gap between business and art to bring the principles and processes of creativity to industry.

With his signature wit and extraordinary ability to simplify complex creative processes into practical guidance, Marty delivers talks, presentations, hands-on training workshops, and consultations for organizations worldwide on how to jumpstart innovation, ignite creative potential, and transform their brands from the inside out.

Marty's books have been hailed as breakthroughs by *Fast Company*, *Business Week*, and *Harvard Business Review*. His series of "whiteboard" books includes *The Brand Gap*—considered by many to be the foundational text for modern brand-building—and *Zag*, named one of the "top hundred business books of all time." In 2013 he published *Metaskills*—described by Google as a "rousing manifesto of mastery," exploring the five essential talents that will drive innovation in the 21st century. His latest book, *The 46 Rules of Genius*, is an essential guide to innovation mastery.

In 1996, he founded *Critique* magazine, the first journal about design thinking. Over a 40-year career he has worked closely with many of the world's most innovative companies

to help advance their brands and cultures, including Google, Adobe, Intel, Cisco, Walmart, Intuit, Nike, Sony, and hundreds of others. He has won more than 500 honors including the prestigious Clio Award on behalf of Apple Computer.

Today Marty serves as Director of Transformation for Liquid Agency in Silicon Valley, and travels extensively as a workshop leader and speaker on the topics of innovation, brand, and design. He and his wife divide their personal time between Silicon Valley and southwestern France, where there's always a book project or workshop idea begging for attention.

## Concise. Practical. Transformative.

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**Marty Neumeier motivates and inspires his audiences by awakening their senses to design thinking.**

Marty draws from decades of experience in developing brands for some of the biggest names in retail and technology. In his working sessions he shares strategies and techniques to help jumpstart creativity and create cultures of non-stop innovation.

The following pages outline some of his signature programs. He is also happy to develop a customized keynote, talk, workshop, or training program to meet your specific needs.

**AREAS OF EXPERTISE:**

- The intersection of design & business
- Evolution of brand in today's connected world
- Leadership strategies & talent management
- Innovation mastery for individuals & groups
- Creating brand experiences that drive change

# The Genuine Article: Building an authentic brand for a transparent age

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## The talk:

### THE GENUINE ARTICLE

The “brand gap,” or the disconnect between business strategy and customer experience, was only tenable when customers had poor visibility into company behaviors, competing products, and the experiences of other customers. Thanks to a rapidly developing digital marketplace, today’s companies are naked to the world. Marketers and business leaders can no longer hide behind a “corporate image” that obscures the way a business actually does business.

In this talk, Marty explores the increasing role of authenticity and explains why we find it so difficult to achieve. He then connects the dots between authenticity, branding, and the trust that makes business relationships thrive. Audiences will leave with a deeper understanding of why a brand is increasingly important to the success of any business.

## The workshop:

### BRIDGING THE BRAND GAP

Marty Neumeier changed the conversation about branding when he defined a brand as a customer’s gut feeling about a product, service, or company. “It’s not what *you* say it is. It’s what *they* say it is,” he wrote in his seminal book, *The Brand Gap*. To build a strong brand, companies must align “logic” and “magic” to create meaningful experiences that customers can’t get anywhere else.

In this full day of learning, valuable content is punctuated with collaborative exercises to help participants internalize valuable skill sets. They’ll learn about the five disciplines of brand: differentiation, collaboration, innovation, validation, and cultivation. They’ll leave with a better understanding of branding and the basic tools needed to put that knowledge to work.

# Metaskills: Five talents for the robotic age

## The talk:

### **METASKILLS**

As the Industrial Age grinds to a halt, the Robotic Age is picking up speed. In the next few decades we'll see the acceleration of man-machine collaboration, with computers becoming more human and humans becoming more creative. To adapt we need to stay ahead of the "robot curve"—a continuous cycle of creative destruction that puts downward pressure on the value and cost of work.

The good news is that the Robot Curve can work to our advantage. Those who master five basic talents—feeling, seeing, dreaming, making, and learning—can rise to the top of the curve, where they'll enjoy a high level of creativity, fulfillment, and influence. In this talk, audiences will learn how to reclaim and hone the innate talents that define us as human beings and determine our success in the new connected marketplace.

## The workshop:

### **BUILDING A CULTURE OF NON-STOP INNOVATION**

While one company is busy capitalizing on its last product or service, another is busy launching the next product or service. As a result, the market moves faster than any one company. How can a company compete in this Darwinian free-for-all? By creating a culture of nonstop innovation.

In this one-day workshop, participants will learn how to begin transforming their company into a design-driven powerhouse—a place where innovation is not a one-time event but a way of life. Participants will learn to apply their five metaskills to 16 levers of change that can trigger a cultural transformation. Through vivid principles and fast-paced exercises, groups can bring energizing change to their culture, their brands, and their business.

Take the [Metaskills Quiz](#) and find out *how* you're talented.



# Zag: How to harness the power of differentiation

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## The talk:

### **ARE YOU ZAGGING OR LAGGING?**

In a cluttered marketplace, ordinary differentiation is no longer enough—today companies need “radical differentiation” to capture a category and build a barrier to competition. Based on his bestselling book *Zag*—named one of the “top hundred business books of all time”—Marty Neumeier explains how to use the Good/Different Chart to predict the success of a product or service while it’s still in the prototype stage.

He shows that a new product can be good and different, good but not different, not good and not different, or different but not good. Knowing which is which and which one you have is the key to launching any successful, sustainable brand. Audiences can put this tool into practice immediately.

## The workshop:

### **CREATING YOUR “ONLINESS”**

It’s one thing to say your brand is unique. It’s another thing to get customers to notice, understand, and desire that uniqueness. This takes a process of radical differentiation, a deliberate strategy to win without competing. To do this, you first need to discover your brand’s “onliness”—the one recognizable difference that makes your product or service both meaningful and compelling.

In this workshop designed for 2–4 days, participants work on their own brand while learning the principles of brand strategy. By the end of the workshop they have a top-level prototype for their brand—all the key elements required to assess, present, test, refine, and guide the brand going forward. These elements include a core purpose, an onliness statement, a trueline, a brand story, and a provisional roadmap for execution.

# Finding your superpower: The new rules of genius

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## The talk:

### THE 46 RULES OF GENIUS

When we hear the word genius, we tend to picture someone like Leonardo da Vinci or Albert Einstein. But as soon as we do that, we make genius seem unattainable. Instead, a genius is any person who turns insight into innovation, and in the process changes our view of what is possible. All we need is the right amount of will, skill, and imagination.

In this lively and inspiring talk, Marty compresses wisdom of the ages into a refreshingly concise parade of bite-size ideas and advice for tapping our creative genius. He shows that everyone has a personal superpower, which, if discovered and developed, can make a significant difference in a world of unprecedented opportunity. Audiences will leave with new appreciation of their own creative potential, along with tips they can use immediately.

## The workshop:

### JUMPSTARTING CREATIVITY

Dreaming, or the metaskill of “applied imagination,” is a key component of business innovation. By definition, the path to innovation leads from the known to the unknown; from an understanding of *what is* to a vision of *what could be*. Unfortunately, our industrial-style education hasn’t prepared us to develop and use our imagination. There are no classes named “Dreaming 101” or “Introduction to Genius.”

In this half-day or one-day workshop, Marty Neumeier uses vivid principles and concrete exercises to teach participants how to access their imagination, see opportunity where others can’t, and create models of disruptive innovation that can capture value and create positive change. Participants will leave with ten techniques for inventing extraordinary products, programs, and businesses.

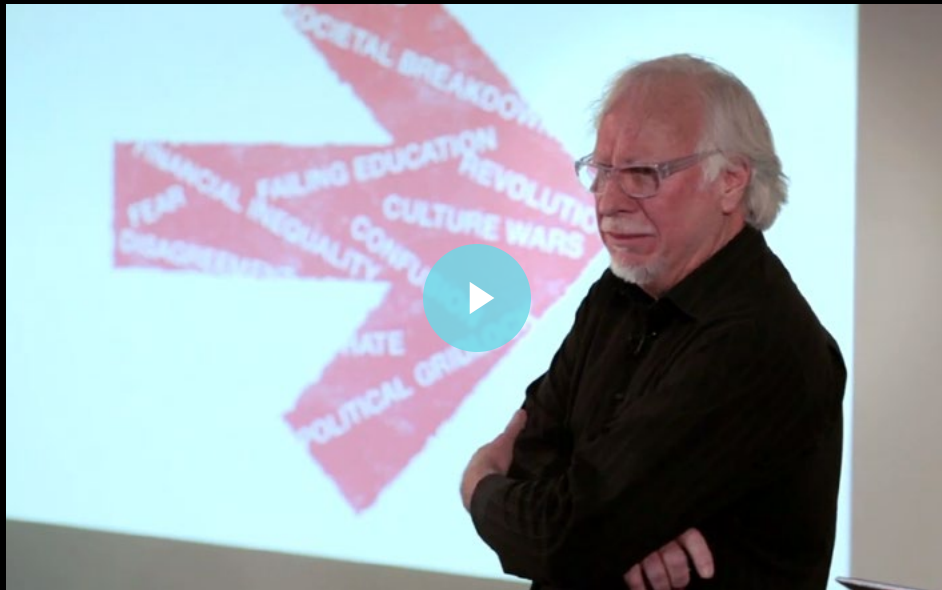




TedX Patagonia



Better By Design CEO Summit, New Zealand



Design Council UK: The Robotic Age



Dien Diseno, Santiago Chile

“A well-managed brand is the lifeblood of any successful company—and Neumeier shows us exactly how to do it.”

**TOM KELLEY**  
GENERAL MANAGER, IDEO  
AUTHOR OF THE ART OF INNOVATION

“Neumeier introduces us to the aesthetics of management. The Designful Company makes a great contribution to our understanding of design as a core business competence.”

**ROGER MARTIN**  
DEAN OF THE ROTMAN SCHOOL OF  
MANAGEMENT, UNIVERSITY OF TORONTO  
AUTHOR OF THE DESIGN OF BUSINESS

“Clearly articulates how and why design is absolutely fundamental to the success of business today. Chock-full of great insights.”

**THOMAS LOCKWOOD, PHD**  
PRESIDENT,  
DESIGN MANAGEMENT INSTITUTE

“There are two strategy choices: Do what everyone else is doing, only better, cheaper, or faster. Or do something different and truly distinctive. Neumeier offers essential insights into how to do the latter.”

**PROF. RON SANCHEZ**  
COPENHAGEN BUSINESS SCHOOL,  
COAUTHOR OF THE NEW  
STRATEGIC MANAGEMENT

“Here’s a practical field guide on how to create and grow a world-class brand, so no more excuses—start zagging.”

**KIP KNIGHT**  
MARKETING VICE PRESIDENT, EBAY

“Marty is a charismatic speaker with an amazingly distinctive presentation style. When we invited him to speak at dConstruct 2010 he was the undeniable hit of the conference, so we couldn’t wait to get him back.”

**UX LONDON 2013**

“Marty cuts to the heart of what brand is all about—connecting the rational and the emotional, the theoretical and the practical, the logical and the magical—to create a sustainable competitive advantage.”

**SUSAN ROCKRISE**  
WORLDWIDE CREATIVE DIRECTOR, INTEL

Since 1999, Marty has inspired thousands of creatives, business leaders, and educators around the globe through thought-provoking keynotes, talks, and workshops.

## 2015

Metaskills: Five Talents for the Robotic Age  
HELSINKI, FINLAND

Brand Workshop with Marty Neumeier  
HELSINKI, FINLAND

ZAG! 2015 by AIGA Santa Barbara  
SANTA BARBARA, CA

## 2014

ASID Design-to-Lead Summit, “Metaskills” keynote  
ATLANTA, GA

AIGA Santa Barbara, “Metaskills” keynote  
SANTA BARBARA, CA

The Briefing (CEO workshop), “When Everyone Zigs, Zag”  
AUCKLAND, NEW ZEALAND

StopPress Presents, “The Genuine Article” keynote  
AUCKLAND, NEW ZEALAND

Rebrand 2-day ZAG Masterclass Workshop Harvard Club  
BOSTON, MA

Design Week PDX, “What Sparks Innovation?”  
panel moderator  
PORTLAND, OR

Design & Business Conference, “Metaskills” keynote  
NEW YORK, NY

Rotman School of Management, “Rules of Genius” keynote  
TORONTO, CANADA

DesignThinkers, “Metaskills” keynote, “Dreaming” workshop  
TORONTO, CANADA

GameChangers Summit, “Onliness of Great Brands” keynote  
ISTANBUL, TURKEY

## 2013

Dien Diseno, “Metaskills” keynote & workshop  
SANTIAGO, CHILE

Patagonia, “Marty Neumeier & Peter Moore” in conversation  
SANTA BARBARA, CA

Registered Graphic Designers, “Metaskills” webinar  
TORONTO, CANADA

Twitter, “Metaskills” one-day workshop  
SAN FRANCISCO, CA

UX London, “Metaskills” keynote & workshop  
LONDON, UK

Alliance of Chief Executives, “Metaskills” keynote  
SANTA CLARA, CA

ZAGWEEK / France, 5-day brand workshop  
MONESTIER, FRANCE

Design Week PDX, “Metaskills” keynote  
PORTLAND, OR



## 2012

Mars Corporation, “The Designful Company” keynote  
WESTLAKE, CA

ExpoMarketing 2012, “Brand Innovation” keynote  
BOGOTÁ, COLOMBIA

Jing Tea, “Are You Zagging?” keynote & workshop  
LONDON, UK

Qlikview, “Metaskills” one-day workshop  
SONOMA, CA

AnFas, “How to Build a Strong Brand” 2-day brand workshop  
PRAGUE, CZECH REPUBLIC

## 2011

Hallmark Innovation Conference,  
“Are You Zagging?” keynote  
KANSAS CITY, MO

Microsoft Innovation Day, “Abductive Thinking” keynote  
REDMOND, WA

Design Management Institute,  
“16 Levers of Change” keynote  
AMSTERDAM, NETHERLANDS

Oriflame Innovation Summit,  
“The Designful Company” keynote  
DUBLIN, IRELAND

Liquid Brand Summit, “Are You Zagging?” keynote  
PALO ALTO, CA

Frito-Lay, “The Designful Company” keynote  
DALLAS, TX

Chile Design Week, “Zag” workshop  
SANTIAGO, CHILE

TedX Patagonia, “Design Thinking” keynote  
SANTIAGO, CHILE

## 2010

Ringling International Design Summit, “Zag”  
keynote & workshop  
SARASOTA, FL

MPI MeetDifferent 2010, “The Designful Company” keynote  
CANCUN, MEXICO

COFOCE Innovation Conference, “Zag” keynote & workshop  
LEON, MEXICO

Amandla Forum, “Zag” keynote & workshop  
DEAD SEA, JORDAN

Kraft Foods, “Imagine the Possibilities,”  
Innovation workshop  
CHICAGO, IL

dConstruct 2010, keynote talk  
BRIGHTON, UK

Brand ManageCamp 2010,  
“The Designful Company” keynote  
LAS VEGAS, NV

WE Symposium, “The Designful Company” keynote  
CHICAGO, IL

CEO Summit 2010, “Nonstop Innovation” keynote  
AUCKLAND, NEW ZEALAND

## 2009

Stanford University, “The Designful Company”  
PALO ALTO, CA

Great Place to Work, “Are You Zagging?”  
VIENNA, AUSTRIA

MX 2009, “The Designful Company”  
SAN FRANCISCO, CA

Harvard Brasil Conexao, “Zag” keynote & workshop  
RIO DE JANEIRO, BRAZIL

Applied Materials Marketing Summit  
SANTA CLARA, CA

GAD / Dextron, “The Designful Company”  
SAO PAULO, BRAZIL

RGD DesignThinkers Conference  
TORONTO, CANADA



## 2008

AIGA / SF, “Are You Zagging?”

SAN FRANCISCO, CA

Reebok Blue Sky 2010, “The Brand Gap”

CHATHAM BAR, MA

Google B2B Marketing Forum, “Are You Zagging?”

NEW YORK, NY

Croatia Innovation Day, “The Brand Gap”

ZAGREB, CROATIA

State Farm Brand Day, “The Brand Gap”

BLOOMINGTON, IL

DMI Design Management Conference

OGUNQUIT, ME

## 2007

AIGA Colorado, “Are You Zagging?”

DENVER, CO

FUSE Conference, “Are You Zagging?”

NEW YORK, NY

Brooks Institute, “The Collaboration Age”

VENTURA, CA

PwC Re:Connect 2007, “The Brand Gap”

WOODCLIFF, NJ

AMA / AIGA, “Are You Zagging?”

PHILADELPHIA, PA

In-HOWse Conference, “The Designful Company”

AUSTIN, TX

## 2006

AIGA Chicago, “The Collaboration Age”

CHICAGO, IL

Brand ManageCamp

PHILADELPHIA, PA

AIGA / LA, “The Collaboration Age”

LOS ANGELES, CA

American Marketing Assoc., “The Brand Gap”

CHARLOTTE, NC

AIGA Upstate New York, “The Brand Gap”

ROCHESTER, NY

Herman Miller “Great Ideas” Conference

SAN ANTONIO, TX

Sterling Brands, “The Brand Gap”

NEW YORK, NY

## 2005

Electronic Arts Band Jam, “The Brand Gap”

REDWOOD CITY, CA

## 2004

Hallmark/AIGA “The Collaboration Age”

NEW YORK, NY

## 2002

Pentagram Speaker Series, “Six Predictions”

SAN FRANCISCO, CA

AIGA Houston, “Six Predictions”

HOUSTON, TX

Gain Conference, “The Collaboration Age”

KANSAS CITY, MO

## 2001

AIGA Indianapolis “Six Predictions”

INDIANAPOLIS, IN

## 2000

Gain Conference, “Which Job Would You Take?”

SAN FRANCISCO, CA

The Partners Speaker Program, “Six Predictions”

LONDON, UK

## 1999

The Mead Annual Report Conference

NEW YORK, NY



**Books:**

- The Brand Gap
- Metaskills
- The Dictionary of Brand
- Zag
- The Designful Company
- The 46 Rules of Genius

**Contributed articles:**

- Fast Company
- Communication Arts
- Forbes
- DMI
- Huffington Post
- Wired
- Critique magazine (founder, editor & publisher)



To book Marty Neumeier for your next keynote, conference, or training, please contact:

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