

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.

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

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

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

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.

The Brand Flip: Win bigger by empowering your customers

The talk:

THE BRAND FLIP

In the 13 years since Marty wrote *The Brand Gap*, the influence of social media has proven his core theory: “A brand isn’t what you say it is—it’s what they say it is.” People are no longer consumers or market segments or tiny blips in big data. They don’t buy brands. They join brands. They want a vote in what gets produced and how it gets delivered. They’re willing to roll up their sleeves and help out—not only by promoting the brand to their friends, but by contributing content, volunteering ideas, and even selling products or services.

In this 45-minute talk, Marty calls out five brand skills that companies need to master to build a strong brand: 1) See greatness in people, 2) Help them find meaning in their lives, 3) Design the customers you want, 4) Support and grow the tribe, and 5) Create a framework for stories. Audiences walk away with a clear understanding of the new brand realities.

The workshop:

THE BRAND FLIP

The question isn’t whether an industry will be disrupted by change, but when. Companies now have a stark choice: Flip, or be flipped. This 1- to 3-day session is designed to help business leaders, strategists, and marketers take control of their brands in the face of disruptive change.

At the center of this workshop is the Brand Commitment Matrix, a simple tool for organizing the six primary components of a brand, three for customers and three for the company. The customer components are customer identity, customer aims, and tribal mores. The company components are company purpose, “onlyness,” and cultural values. Using simple explanations and clear exercises, Marty leads participants through these components to build a coherent “contract” between the company and its brand tribe.



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.

2016

Retail Council DTL QC Conference, “The Brand Flip” keynote
MONTREAL, CANADA

HNI, “Brand Flip Workshop” 3-day corporate event
MILWAUKEE, MI

MailChimp, “The Brand Flip” corporate keynote address
ATLANTA, GA

Wonder Academy, “Brand Flip Workshop”
HELSINKI, FINLAND

University ITESM-Leon, “Principles of Innovation” session
LEON, MEXICO

Innoday, “The Brand Flip” talk; “The Brand Flip” workshop
STOCKHOLM, SWEDEN

AIGA Santa Barbara, “FLIP!2016” 2-day workshop
SANTA BARBARA, CALIFORNIA

2015

Service Design Conference, “The Brand Flip” keynote
SANTIAGO, CHILE

MagiaLiquid, “Flipping Your Brand” workshop
SANTIAGO, CHILE

The Conference Board, “The Brand Flip” keynote
NEW YORK, NY

Keynote: The Brand Flip
BRNO, CZECH REPUBLIC

Finding your “Onliness”
BRNO, CZECH REPUBLIC

Master Class: Metaskills
NORWICH, UNITED KINGDOM

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
- The Brand Flip

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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