



# CHRIS COLBERT

Innovation Catalyst, Author & Speaker  
CEO and Founder of *One Eighty*

Unique Insights into Innovation,  
Technology and Human Behavior which  
Inspire Audiences and Organizations to  
Action

# CHRIS COLBERT

## his thoughts

Chris Colbert, the former head of **Harvard Innovation Labs**, understands that the **pace of change** in the world is now faster than the natural pace of most organizations and people.

**Technology, globalization and inter-connectedness** have resulted in **hyper-competition and an unrelenting pressure to perform** better, which means to innovate faster. Innovation is not a thing, it's a way of being, an ethos and belief system -- also known as a culture.

Chris believes that whether you're a country, company or everyday citizen, **you must innovate to thrive and even survive**, which means you need to transform your culture from reactive to proactive, from static to dynamic, from do-ers to learners and do-ers: and that's what Chris can help your organization become.

Chris has spent his entire career running or helping others run high performing entities, entities founded on cultures of innovation. Chris has the unique ability to paint a picture of what could be and then help to make it happen.

Chris offers different thinking and practical, applicable guidance on how to **create a culture of innovation** and realize the myriad of positive consequences it will yield.



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## Range of Speaking Topics I

### Technology is Dead

*Technology is Dead* is a candid and compelling keynote that exposes the importance of connecting innovation in general and technological innovation in particular to the truth of our humanity. It explores the short-term failure of most technological innovations due to fundamental misunderstandings of human behaviors and motivators while also calling out the longer-term unintended and often negative consequences that are beginning to fray our societal fabric. Lastly it offers a prescription of sorts to increase the chances of innovation success both in the here and now and in the decades to come. The talk is ideal for any large audience that wants to be both inspired and provoked into thinking differently about innovation generally and their role in innovating successfully.

### Inside Innovation

*Inside Innovation* is a crisp dissection of the Why, What and How of Innovation that explores real-life examples of both successes and failures and the critical factors for any organization or nation-state to embrace. It places particular emphasis on the importance of the “innovation trinity”, the three essential questions to guide any successful innovation effort. It’s a great primer for any corporation or organization either just starting out on the innovation journey or looking for ways to improve its innovation track record.

### The Rise & Fall of Everything

*The Rise and Fall of Everything* is a not so textbook examination of why every large entity (empire, country, company) that rises eventually falls. Using cases as far ranging as the Mongols to the makeup of the Fortune 500 twenty years ago, it carries profound lessons applicable to any size organization or for that matter individuals and puts a spotlight on the importance of not allowing success to result in a loss of connection with the truth and with humanity. A great motivator for any audience.

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## Range of Speaking Topics II

### Creating Cultures of Innovation

*Creating Cultures of Innovation* is a motivating talk that reveals the 7 essential truths associated with transforming large organizations cultures. It delineates the difference between “synthetic” and “organic” innovation and how today’s leaders need to look at innovation initiatives as integrative versus additive. It concludes with a convincing proposal that cultures of innovation are most fundamentally psychologically safe environments that celebrate, motivate and enable active learning and the capacity to take risk without fear of failure. Ideal for c-suite leaders including HR.

### This Is It - Why Innovation is the Only Option

*This Is It* is a thoughtful, accessible depiction of what it takes to lead an organization through transformation in order to realize its full potential. It provides a succinct, anecdote supported step-by-step on how today’s leaders and managers must align every dimension of the organization, from 21st century KPIs and objectives to strategies and priorities, from the intentions of each department to the intentions of every individual. It makes a compelling case that knowledge is the engine of innovation, and alignment and trust-based collaboration are the gasoline. A perfect talk for a senior leadership team or a larger audience made up for c-suite executives.

### Innovation Nation

*Innovation Nation* is a deep dive into the current global innovation arms race, who's winning, who's losing, and why. It extends to examine the next 50 years, and why the presumed winners may in fact not win.

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## key facts

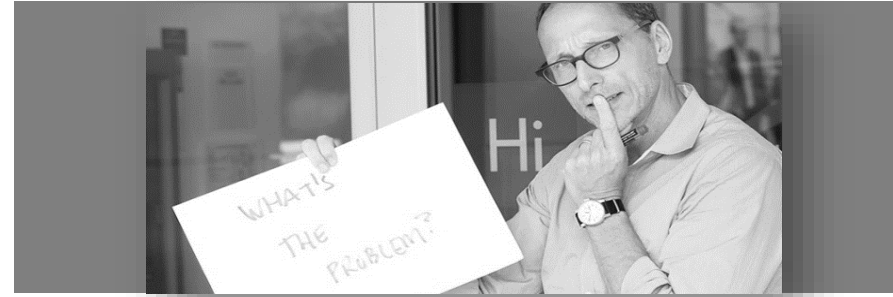
### Currently ...

- CEO and Founder of One Eighty
- Professional Speaker
- Author of *This is it* (2019)
- Author of *Technology is Dead* (to be released in 2020)

### Formerly ...

- Managing Director, Harvard Innovation Labs
- CEO and Founder , X Interface Design
- Founder, FINIS
- SVP of Strategy, Scholastic
- Managing Partner, Pile and Company
- President, Holland Mark advertising
- President, Database Marketing Corporation
- MBA in International Business from Duke University
- BA in History from Connecticut College

Flies from Boston, USA



### Sample Presentation Titles

#### ***Technology is Dead***

Chris talks about connecting innovation in general -- and technological innovation in particular -- to the truth of our humanity. Short-term failure of most technological innovations are due to fundamental misunderstandings of human behaviors.

#### ***The Power of Simple***

As the volume of everything (choice, data, features, interaction) grows, we predict a backlash and a push for Less. Simplification will become the new normal in marketing and business.

#### ***Inside Innovation***

A crisp and compelling view of the why, what and how of innovation, and a call to innovation for any country, company or individual. The talk's summary point is that all successful innovation -- technological or otherwise -- is grounded in a deep understanding of *humanity*.

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## what people say

“Chris is a powerful and engaging speaker who brings clarity to the challenges of innovating in a disruptive era. His irreverent, human-centric approach coupled with his formidable experience in entrepreneurship, business and academia helps audiences come to grips with the fact that technology is there for the service of people, not the other way around.” **Ray Ruga, CEO, Fintech Americas**

“From the moment I met Chris in Singapore I knew this guy would be incredible at Seamless Middle East. Dynamic, forward-thinking, energetic and engaging, not to mention an incredible person to work with. Trust me, you won’t be disappointed when hiring Chris for your next event.” **Joe Worthington, Head of Conferences - Enterprise, Terrapinn**

“Chris was a great addition to our agenda. His fresh and direct approach cuts through standard presentations. He has a unique ability to connect and engage with the audience. His content is always evolving and timely and he can take seemingly unsurprising data points and bring a new and inspiring perspective to them. Deloitte will definitely have Chris back! **Liz Callahan, Director of Global Marketing, Deloitte Financial Services**

“Chris Colbert explored ways of fostering creativity and innovative capacity on an organizational and personal basis at our annual corporate retreat. His presentation was dynamic and filled with both humor and insight. Chris got high marks for engaging with and inspiring those attending.” **Jefferson Flanders, CEO, MindEdge Learning**

“In a world full of innovation chatter and mumble jumble, Chris Colbert cuts through the noise and put his finger where it hurts the most. **Thomas Jensen, CEO, Copenhagen Fintech**



### Useful links for Chris Colbert:

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Andrew Vine  
CEO  
The Insight Bureau  
Exclusive Agency outside  
North America

Speaking & Moderating Requests:

+65-6300-2495

[engage\\_us@insightbureau.com](mailto:engage_us@insightbureau.com)