



Yoram Solomon, PhD

Creativity and Innovation Keynote Speaker

What people say:

Yoram's workshop helped us think outside the box... I would recommend the workshop to stimulate the thinking... how to create an environment which fosters innovation.

- David Lacinski, Sr. Director Strategy, Qorvo

Yoram is a content-expert on "innovation in the workplace." I appreciate all he has taught me on this important organizational subject!

- Deborah Shute, VP of Human Resources, Essilor

Yoram's great sense of humor is most evident when he is giving presentations. The fun you have... helps to bring out his key messages that he's artfully delivering.

- Glyn Roberts, President, WiMedia

... rare ability to put technology into digestible terms... a strategic thinker and remarkably creative. His passion and thought leadership are his hallmarks.

- Jen Anderson, Strategist, Texas Instruments

Yoram is simply the best technology strategist... He is always three moves ahead.

- Michael Stich, Chief Innovation Officer, Rockfish

Yoram is one of the smartest people I know... clear and logical communicator... thoughtful in his style of communication.

- Matthew Shoemake, CEO, Biscotti

Yoram has a wonderfully strategic mind.

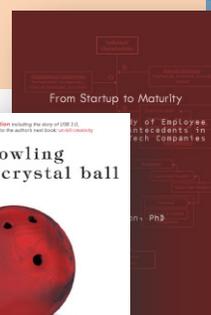
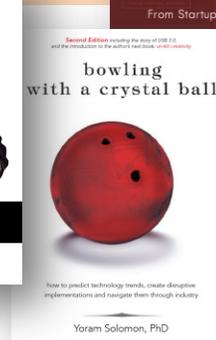
- Drew Wahl, CFO, PCTEL

why do we get the best ideas in the shower?
how to build a brilliantly creative team
how can companies un-kill creativity?
how to find great ideas in the future

Dr. Yoram Solomon is a passionate innovation & creativity thought leader. He published 4 books, 9 patents, and as one of the creators of the Wi-Fi technology he was dubbed by Texas Instruments "TI's Great Innovator". He was named one of the **Top 40 Innovation Bloggers in 2015** (#12), and is a columnist at **Inc. Magazine**, **Innovation Excellence**, and **Dallas Innovates**. He spent years researching why people are more creative in startup companies than in established companies, learning the cognitive processes that lead to generating creative ideas, and earned his PhD for that study. Yoram was the host of the first **TEDxPlano** in 2014. A cross-disciplinary professional with engineering, law, business, and organization & management degrees, he never speaks "over the audience's head." He spoke to Fortune 500 companies and to 4th graders. Yoram lives in Plano, Texas with his wife and two daughters, and was elected in 2015 to the Plano Independent School District Board of Trustees. He served in the IDF 35th Airborne Paratrooper brigade and as a US Air Force Civil Air Patrol pilot and Aerospace Education Officer.

Yoram founded startups in Israel, Silicon Valley, and Texas. He served in several executive positions at PCTEL and Interphase, and as Director for Strategy & Industry Relations at Texas Instruments. Yoram served on the boards of the North Texas Center for Innovation, Texas-Israel Chamber of Commerce, Plano Youth Leadership, Wi-Fi Alliance, and more. Prof. Solomon developed and taught a technology forecasting class at the University of Texas at Dallas School of Management Institute for Innovation and Entrepreneurship.

Kick off your event with a **transformative** keynote full of content, passion, experience, humor, and an Israeli accent..



Yoram's **Hottest** Topics

Why do we get our best ideas in the shower?

Have you ever tried to schedule “having a great idea” on your calendar? That’s right, it doesn’t work! You get your best ideas when you least expect them.

Yoram spent many years researching how great ideas occur. He doesn’t believe that some people were born more creative than others, or that great ideas are accidental. To him, creativity is a well-defined process that you can implement to consistently generate more and better ideas than ever before, while taking a shower...

He will explain this 4-step process in simple terms, in an interactive manner.

10 steps to build a brilliantly creative team

Some of the best ideas come from **teams**, building on each other’s strengths, experience, and knowledge. However, the distance from $1+1=3$ to $1+1=0$ is short. Most important is the ability to build a well-diversified team, bond it, learn how to debate without conflict, eliminate “the meeting after the meeting”, and be willing to ask stupid questions. From gaining respect to building trust, through diversity, experiences, and exploring cognitive differences, you will learn what makes your team creative, and what prevents its success.

Through humor, interactive examples, life experience, and first-hand research on creativity in organizations, Yoram will show the 10 steps you should take to build a brilliantly creative team.

10 actions that will “un-kill” creativity in your company

We don’t “kill” creativity in our companies *intentionally*. But we do kill it. Through bureaucracy, processes, lack of autonomy and more, we prevent our most brilliant people from doing what they love the most—be creative. And we stop being innovative in the process.

After years of research (published in **From Startup to Maturity** and soon in **Un-Kill Creativity**) and decades of experience, Yoram will provide 10 simple actions you can start taking tomorrow that will increase the level of creativity throughout your company by orders of magnitude.

It is **not** through increasing R&D budgets, giving employees one day a week to innovate, or building an innovation lab. All it takes is a change of **attitude**. Yours.

In this inspiring, interactive, and transformational keynote, while busting many myths, he will show you how to **allow** innovation, rather than **drive** it.

Bowling with a crystal ball

How to predict the future of technology, and find great business opportunities

In 2005, when the average disk drive had 160GB, Yoram asked “what will happen **when** you could get a 2TB drive for less than \$200?” Today, you can get bigger disks for less. But back then, his question (followed by his research) led to the creation of USB 3 and a several billion dollar market opportunity.

Over the years, he developed a process for predicting technology trends that were typically considered unpredictable, published in **Bowling with a Crystal Ball**, and taught at a graduate business school.

This thought provoking, interactive talk helps the audience look at technology future differently, less as a source of uncertainty, and more as a source of opportunity.

largescalecreativity@romatix.com

www.yoramsolomon.com

http://www.inc.com/author/yoram-solomon

@yoram

LargeScaleCreativity

www.linkedin.com/in/yoramsolomon



Where Yoram Spoke:

Texas Instruments

Qorvo

Telugu Society

Assoc. for Strategic Planning

VCE

Rotary

Interphase

Plano ISD

Plano Youth Leadership

Israel Bonds

Hadassah

IEEE

Univ. of Texas at Dallas

Southern Methodist Univ.

Texas-Israel Chamber

The IT Networking Group

Civil Air Patrol

Israel Dallas Center

