

"One of the best workshops I've attended."




## SUZANNE YADA

I love to speak at tech, marketing, and business conferences about innovation and the creative process.

Since 2008 I have been speaking with small and large tech companies, designers, media companies and entrepreneurs — all with the goal of making audiences say, "I never thought about it that way before."

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## PREVIOUS TALKS

- TechRaking @ Google
- Zendesk
- Patreon
- Uptima Entrepreneur Accelerator
- Creative Mornings FieldTrips

## CHALLENGE & SOLUTION

**The challenges** your team faces is coming up with new exciting ideas. They feel stuck in the same old rut; signing up for a creative job in tech but not feeling creative. The pressure is on them to be "innovative" and "disruptive" but they're disillusioned and out of ideas. They might feel pressure to come up with something out of nothing, but they're faced with the blank-page syndrome.


**My solution** is to think outside of your industry for coming up with ideas. There's a process songwriters use — taking existing templates like verses, choruses and bridges, and adding twists to give it new life and meaning. You'd be surprised how creative you can be when faced with the limitations of a template. Let me show you how a songwriter comes up with new ideas and how you can use the same 3-step method to recharge your team's creativity.

## TOPICS

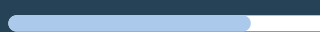
The Creative Process

 90%

Songwriting, Creativity & Business

 80%

Entrepreneurship

 75%

Digital Marketing

 70%