

SPEAKING KIT



AMY WILKINSON

SPEAKING + CONFERENCE CAPABILITIES

- Award-winning faculty member at **Stanford Graduate School of Business**
- Founder and CEO of **Ingenuity**
- Bestselling author of ***The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs***

SPEAKER BIO

“It is not rare genius, but daring, discipline, and ingenuity that empower people to create the future.”



In an era marked by generative AI, economic flux, and geopolitical shifts, the crucible of success is no longer just innovation – it’s the ability to influence and empower. Amy Wilkinson stands at the forefront of this transformative shift, teaching audiences how to master the skills to excel in our rapidly changing world.

An esteemed member of Stanford Business School’s faculty, Wilkinson is a leading authority on the mindset and skill set required to build high-growth ventures — both startups and new businesses inside existing enterprises. Her presentations are enriched with insights drawn from interviews with over 200 leading entrepreneurs including the founders of Airbnb, LinkedIn, and SpaceX, which she brilliantly distills in her global bestselling book “The Creator’s Code: The Six Essential Skill of Extraordinary Entrepreneurs” (Simon & Schuster 2016).

Wilkinson’s expertise doesn’t just stop at innovative theories, she brings practical, actionable strategies to the table, drawing from her deep roots in Silicon Valley and her extensive experience as a founder and CEO. This unique blend allows her to connect with a wide array of new economy leaders, bringing the most forward-thinking ideas to her audience. Given her own track record of breaking barriers, Wilkinson also emphasizes diversity as a strategic advantage. Her keynotes transform perspectives, driving organizations to harness the full spectrum of their talent.

With a background that spans the White House, Harvard, and Wall Street, Wilkinson uniquely bridges the worlds of business, technology, and policy. Her expertise as a former White House Fellow and trade advisor provides her audience with unparalleled insights into how policymaking impacts global business, making her talks a strategic resource for CEOs and policymakers alike.

Recognized as an innovation expert by the World Economic Forum and Wall Street Journal, Wilkinson has contributed to a wide variety of media platforms. A member of the Council on Foreign Relations and public company boards of HUT8 (HUT) and Innovate (VATE) as well as several Silicon Valley startups, she continuously shapes discussions that matter. Beyond her speaking engagements, Wilkinson excels as a panel moderator, emcee, and interviewer with a track record of engaging discussions with icons like Elon Musk and Ben Bernanke. Above all, she is dedicated to fulfilling client needs with precision and relentless energy.

PRAISE QUOTES



"Amy's ideas were inspiring and thought-provoking. Googlers were excited to learn about driving innovation at a large company from an expert. I was bombarded with positive feedback from the team."



"Amy Wilkinson exceeded all of our expectations. She was provocative, relatable, and extremely insightful. Her groundbreaking research is exactly what we needed. Our leaders were raving about her long after the event was done!"



"Amy electrified the room. If you want your attendees to leave feeling inspired by having learned new tools and insights, backed by data and powered by good storytelling, invite Amy to keynote!"



"Amy is a rare keynote speaker. She delivers actionable insight on what it means to be entrepreneurial inside a large-scale enterprise. I can't recommend Amy Wilkinson highly enough!"



"Amy's expertise and insights are truly exceptional. Her ability to flawlessly blend storytelling with thought-provoking insights is remarkable. She invigorated and equipped us to push for change!"



"The crowd was captivated by Amy's insights! The conversation challenged our leaders' perspectives, expanded our horizons, and inspired us to take action."



"Amy Wilkinson is exactly the kind of precious gem that is rare and sought-after. She consistently delivers—part of why we bring her back year over year and have booked her across several events."



"Everything was fantastic! Amy's work was so well received. She was such an engaging keynote—one of the best speakers we've hosted!"



"Amy Wilkinson's keynote address was a perfect blend of inspiration, education, and motivation, and armed our innovation community with the energy, mindset, and tools they needed to brave innovation and creativity!"

THE AI ADVANTAGE: THE FUTURE OF WORK

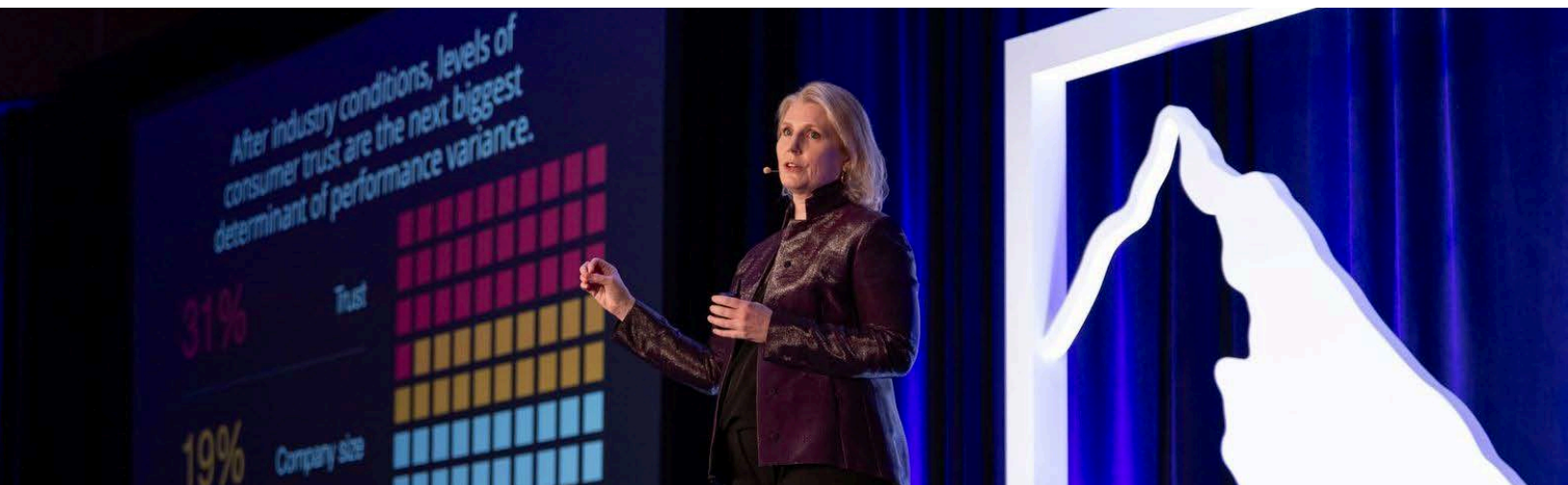
Are you leveraging Artificial Intelligence to its fullest extent in your business? Beyond mere experimentation with tools like ChatGPT, lies a transformative potential yet untapped by many. The latest global AI research uncovers a startling fact: numerous companies only skim the surface of what AI can achieve.

In this talk, Amy Wilkinson, a Silicon Valley insider and esteemed Stanford professor, unveils four pivotal steps to harness AI's capacity for groundbreaking results. This talk goes beyond the simplistic 'plug and play' approach to generative AI—it's about crafting the optimal Human-AI interaction that unleashes the full spectrum of this formidable tool. It's a myth that AI operates in a vacuum; the real magic happens when it's seamlessly integrated with human ingenuity. Wilkinson will show you how to recalibrate your company's strategy for an AI-first world, redefining productivity and amplifying creativity.

Generative AI is not just altering the future; it's reshaping the *now* of business. Are you prepared to steer your business towards a future where AI is not just an assistant, but a catalyst for reinvention? Secure your place in the vanguard of this revolution with Amy Wilkinson's illuminating keynote.

What you'll gain:

- Strategies to harness AI for accelerated problem-solving.
- Innovative approaches to supercharge brainstorming sessions with AI assistance.
- Insights into developing AI fluency for enhanced team collaboration.
- Mastery of prompt writing—a vital skill for today's executives.



UNLOCKING INNOVATION ACROSS EXISTING ORGANIZATIONS

Innovation used to be the work of startups, but a new breed of leader is leveraging the assets and capabilities of large-scale enterprises to create new products, services, and markets at scale.

In this presentation, Stanford Business School's Amy Wilkinson will share tools and techniques taught in her top-rated "Beyond Disruption" MBA course to enable you and your team to unlock innovation across existing enterprises. You will gain cutting edge insight, taught to business leaders of tomorrow, on how to manage incremental innovation as well as lead revolutionary or discontinuous change.

Why do successful companies sometimes fail (think of Borders, Blockbuster, and Kodak) while others are able to adapt (think of Amazon, Netflix, and Fujifilm)? You will be able to answer this question with a framework for how leaders design large firms to both compete in mature businesses and run experiments that generate new businesses to meet the challenges posed by disruption. Innovators exist within businesses at all levels. Wilkinson shows companies how to find them, nurture them, and unleash their productive potential.

What you'll gain:

- Ability to cultivate an innovator's mindset across your organization.
- Strategies to foster idea generation, and support structured experimentation with calculated risks.
- Ways to transform challenges into opportunities drawing lessons from case studies of successful industry leaders.
- Techniques to empower employees to solve problems in new ways by harnessing diversity.



KEYNOTE PRESENTATIONS

SIX ESSENTIAL SKILLS: THE KEY TO EXPONENTIAL ENTREPRENEURSHIP

Entrepreneurs who upended entire industries and founded today's leading companies may seem like one-of-a-kind people whose genius and success cannot be replicated, but award-winning Stanford faculty member Amy Wilkinson has uncovered a repeatable code for launching breakout businesses.

Based on her book, "The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs," (Simon & Schuster, 2016) in this presentation, Wilkinson outlines the six principles what empower entrepreneurs to create \$100 million businesses in just 5 years. Backed by interviews with 200 of today's most prominent entrepreneurs-turned-industry leaders — including the founders of Airbnb, LinkedIn, and Tesla Motors — Wilkinson deconstructs how today's top founders turned small ideas into large enterprises. In this talk you will learn not only how to spot opportunities that others don't see, but also how to make fast decisions and assemble teams with the dexterity and confidence to drive growth at scale.

What you'll gain:

- How to find a gap overlooked by others.
- Strategies to harness speed to work in your favor.
- How to Observe, Orient, Decide, and Act to outmaneuver the competition.
- Ways to embrace setbacks as stepping-stones to success.
- How to harness diverse brainpower to solve problems in new ways.
- Strategies to unleash collaboration to accelerate success.



CULTURE AS COMPETITIVE ADVANTAGE

In today's competitive, global marketplace, a strong corporate culture is a make-or-break advantage. In this talk, CEO of Ingenuity and esteemed Stanford lecturer Amy Wilkinson reveals the formula for cultivating a high-performance company culture where purpose and profit thrive together.

Discover how the most successful companies have turned culture into their competitive advantage with case studies from Nvidia, Disney, and GSK illustrating how to articulate clear, compelling company vision that acts as a north star, guiding behaviors, and decision-making. Wilkinson explains the pivotal role of transparency and trust, and how a culture of continuous learning encourages innovation, adaptability, and growth. You will take away practical insights from Tesla on how to build a learning culture and the SEC on the importance of order, rules, and time-honored customs. Wilkinson equips audiences with the tools to architect, adapt, and scale a culture that doesn't just exist, but evolves and excels, propelling your company towards sustainable growth and purpose that pays off.

What you'll gain:

- Ability to foster a compelling company vision that guides every action and decision.
- Strategies for building trust that underpin a culture of high performance.
- Techniques for fostering a culture of continuous learning and adaptability essential for agility and innovation.
- A cultural blueprint that attracts top talent, boosts engagement, and drives excellence, turning your company's culture into a lasting competitive edge.



KEYNOTE PRESENTATIONS

STRATEGIC LEADERSHIP IN UNPREDICTABLE TIMES

In an era where unpredictability is the new norm, leaders require a keen eye and a strategic mindset to stay ahead. Amy Wilkinson, Stanford Business School faculty member and former White House trade policy strategist, brings her unparalleled expertise to guide you through the complexities of today's global economy.

In this masterful keynote, Wilkinson provides a strategic compass for turbulent times. With a rich background that spans finance, consulting, and the entrepreneurial sphere, she is your navigator through the storm of geopolitical shifts and the seismic changes they portend for business.

Tailored to resonate with audiences from diverse sectors, Wilkinson's insights delve into the heart of global trade and security conflicts, illuminating how policy fluctuations influence supply chains and profitability. She decodes the complex mechanics of policymaking, offering a blueprint for businesses to amplify their influence where it matters most.

What you'll gain:

- Leadership principles to navigate through uncertainty and times of crisis.
- Scenario planning tools to preemptively address geopolitical shifts.
- Strategies for businesses to set their own cadence of success despite external chaos.



HIGHLIGHT REELS



The Power of Curiosity



How Profitable Companies Leverage Diverse Mindsets



A Call for Human-Centered AI



The Essential Skills of Extraordinary Entrepreneurs



The Secret of How to Think Like an Entrepreneur



Networking Minds for Open Innovation

IN-PERSON AND VIRTUAL SPEAKING

From corporate conferences to leadership offsites to startup competitions, Amy Wilkinson captivates audiences with her straightforward delivery, insightful candor, and thought-provoking ideas. Her dynamic blend of storytelling, research-backed insights, and practical strategies ensures that her keynotes provide actionable takeaways that lead to lasting change.

Wilkinson is available for in-person as well as virtual sessions. All her talks are customized to meet specific client needs. In addition to keynotes, Wilkinson is also a brilliant moderator, emcee, and interviewer who is committed to tailoring her participation to meet clients' business objectives.

For speaking inquiries, please reach out directly to speaking@amywilkinson.com.

WORKSHOPS AND CONSULTING

As founder and CEO of [Ingenuity](https://www.ingenuitycorp.com), Amy Wilkinson works with industry leaders to create profitable growth engines fueled by innovation mindset, new business models, and organizational strategy.

Wilkinson conducts customized innovation workshops for clients with the following formats: one-day workshops, two-day retreats, one-week intensives, and six-week innovation programs.

Wilkinson and her team at Ingenuity also provide end-to-end consulting services. We've invested years developing a scalable methodology and robust toolkit to drive innovation across existing enterprises. Each engagement is uniquely customized to the needs of our clients.

For workshops and consulting, please reach out directly to inquiry@ingenuitycorp.com

