



Brad Barbera

Innovation Strategist • Change Agent

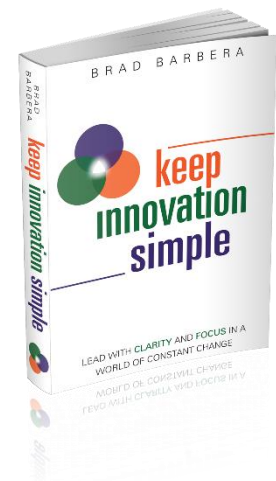
Brad Barbera helps both businesses and nonprofits to excel at innovation, strategic planning, and change management. He brings three decades of diverse experience together with exhaustive research, engineering and economics degrees from Northwestern University, and an MBA from the University of Chicago. He has helped dozens of organizations launch innumerable new products and services worth hundreds of millions of dollars. He enables mission-driven organizations to build the capabilities necessary for uniquely and sustainably serving their customers.

"Incredibly organized. Energizing. Affirming. Perfect at facilitating conversation. A terrific mediator of disagreements. Great personality. Thank you, Brad, for this. It meant the world to our organization."

~Board Chair following Strategic Planning Session

Keep Innovation Simple – Lead with Clarity and Focus in a World of Constant Change

Barbera's first book brings together all you need to know about how to design, build, and maintain an innovation system for your organization. You'll learn all the best evidence-based practices, proven by rigorous academic research, without all that annoying-to-read Academic-ese. Plus over fifty simple tools you can use on the job right away. And more Brussels sprouts jokes than any business book in history.



Services



Speaking

Need to energize an audience to think creatively, collaborate effectively, or strive daringly? Barbera's presentations are customized to the needs of the audience, while always providing illustrative activities, useful tools, and at least a little bit of fun.

Consulting

Got a strategic problem that requires some fresh thinking? Barbera brings years of experience combined with in-depth research to define the problem and identify solutions. And not from some ivory tower, but with your team, sleeves rolled up.



Training

Need to grow the strategic and innovative skills, knowledge, and capabilities of your team? Barbera will prepare a customized program to help your people leverage their strengths, understand strategic innovation, and work with the mindset for effective collaboration.

Facilitating

Want structured guidance to lead your team to do the best possible strategic planning, creative ideation, or program management? Barbera brings the power of visual thinking and a proven systematic approach to help your team uncover deep insights, plan for success, and prepare for contingencies.

