EVERYBODY'S USING THE SAME TOOLS. SO EVERYBODY'S GETTING THE SAME IDEAS.

Bill Stainton shows your team how to find the ones nobody else will.

BILL STAINTON · 29-TIME EMMY AWARD WINNER · HALL OF FAME KEYNOTE SPEAKER · AUTHOR OF *INNOVATION UNLEASHED*

SEE BILL ON STAGE

Bill's Preview Video

Bill's TEDx Talk

WHERE BILL FITS BEST

Opening keynotes
Annual conferences and conventions
Leadership retreats
Sales and growth meetings
Innovation and strategy offsites

BOOK BILL

Sue Falcone
Remarkable! A Speakers Bureau
888-766-3155
sue@remarkablespeakersbureau.com

99% of attendees called Bill's session valuable.
97% would see him again.

Based on 1,794 attendees surveyed after Bill's sessions. Collected and verified by Talkadot — not cherry-picked by Bill.

MOST INNOVATION SPEAKERS STUDIED IT. BILL RAN IT.

Most innovation speakers learned their frameworks by studying other people's organizations. Bill Stainton built his by running one.

For fifteen years, he was accountable for producing something new — funny, fast, and good enough to beat the competition — every single week. Not a pitch deck. A finished show, in front of a studio audience, with a hard airdate and no way to move it. The result: ten straight years at #1 and over 100 Emmy Awards, making *Almost Live!* the longest-running, highest-rated, and most award-winning regional comedy TV show in the United States. He didn't theorize about innovation under pressure. He did it on the clock, every week, for fifteen years.

That's what your audience will feel in the room. Bill doesn't just teach the Yellow Dot or the Quitting Point — he built them from inside a production that had to invent something new every week.

And because his career started in a writers' room and not a boardroom, the session actually entertains. The laughs aren't a break from the content. They're proof it's working.

Today Bill brings that method to Microsoft, Amazon, Boeing, Nike, Harley-Davidson, and Costco. His work has been cited in *Forbes* and *The Wall Street Journal*. His TEDx talk has been viewed nearly half a million times. And his book *Innovation Unleashed: How to Find the Ideas That Matter and Transform Your Business* lays out his core conviction: innovation isn't a moonshot. It's a mindset. And once you learn how to flex it, you can do it anytime, anywhere.

Book Bill Stainton, and give your audience an innovation speaker who has actually done — under real pressure, on a real clock, in front of a real audience — exactly what he's asking your team to do.

CPAE SPEAKER HALL OF FAME
& CAVETT AWARDS BANQUET

CPAE SPEAKER HALL OF FAME

Inducted 2019. A lifetime honor. No more than five speakers worldwide are inducted in any given year.

CERTIFIED SPEAKING PROFESSIONAL

The National Speakers Association's earned designation — 250 paid engagements for 100 different clients over five years, plus verified client feedback. Fewer than 800 speakers worldwide hold it.

29 EMMY AWARDS

Bill's own, from a show that won more than 100.

CERTIFIED VIRTUAL PRESENTER

Certified by eSpeakers.

POPULAR PROGRAMS

All of Bill's programs are researched, developed, and customized for each audience, and can be delivered in-person or virtually for your next event.

KEYNOTE

THE QUITTING POINT

Why Great Teams Stop Short of Their Best Ideas

The breakthrough is one idea away... and your team just stopped.

Ask your team why they're not innovating more and you'll hear reasonable answers. No budget. No time. Too risky. Every one of them is a costume for the same belief: that's not us. And the moment that belief takes hold, your smartest people stop swinging for the fences. They bunt.

That's the Quitting Point — the place where a team walks away from its best thinking. Sometimes halfway in. Sometimes before it starts. It never feels like quitting. It feels like being practical.

It's spreading, too. When every company runs the same tools on the same data, whole industries stop at the same place and call it progress.

Drawing on fifteen years of running a team that had to invent something new every week or go off the air, Bill shows audiences where the Quitting Point hides and what it takes to push past it. You'll find out why a serious news station decided a comedy show wasn't who they were. You'll discover how your best AI results might be the sign you're already behind. And you'll hit your own Quitting Point in real time, without leaving your seat.

- What's on the other side of your Quitting Point?

THE QUITTING POINT

WHAT YOUR AUDIENCE WALKS OUT WITH

Name the Line.

A shared way to recognize the Quitting Point in real time, when there's still time to do something about it.

Kill the Two Lies.

Your team learns to hear the two sentences that end most good ideas — and what to say back.

Escape the Sameness Trap.

Why the answer that arrives fastest is usually the one your competitors already have, and how to keep going after it shows up.

Push Past Practical.

Concrete techniques for going further after the room has decided it's finished.

Permission to Reach.

A culture where reaching past the obvious is expected rather than risky — because the people in the room heard it said out loud, together.

BOOK THIS SESSION WHEN

- Your people are producing good work that stops short of great, and nobody can say why
- Bold ideas keep getting talked down to safe ideas in the room
- Everyone in your industry adopted the same tools and expects different results

FORMATS

Available as a 30–60 minute keynote, in-person or virtual.

Pairs with the Elite Innovation Lab (page 8)

Ask Bill about the day a guest cancelled hours before taping — and what the lowest-paid writer in the room said next.

KEYNOTE · MOST REQUESTED

CONNECT THE DOTS

How to Find the Ideas That Matter

Innovation isn't a lightning bolt. It never has been.

Every breakthrough you can name — from the smartphone to the squeeze bottle — was somebody connecting two or more existing ideas nobody else thought to put together. Those ideas are everywhere. Your team is only looking in one place.

Most organizations collect ideas from their own industry, their own experience, their own assumptions — then wonder why every brainstorm produces the same five ideas it produced last quarter.

In this keynote, Bill — whose team had to find unexpected connections hundreds of times a week for fifteen years — shows yo a repeatable system for collecting better raw material and combining it in ways your competitors can't copy. And you'll find out why the most interesting person you'll ever meet may be sitting five inches away from you.

You'll leave knowing exactly where to look for ideas — and how to connect the dots everyone else walks right past.

- What's the dot your team hasn't collected yet?

CONNECT THE DOTS

WHAT YOUR AUDIENCE WALKS OUT WITH

See the Whole Board.

A clear method for spotting patterns, possibilities, and connections that others walk right past.

Find the Yellow Dot.

Bill's signature method for spotting the outsider idea — the one hiding in plain sight that everyone else has already walked past.

Innovation Without a Title.

The confidence to tap into your own creative problem-solving, whatever your role or department.

Ideas That Ship.

Practical ways to generate relevant, ready-to-implement ideas that drive results now, not someday.

A Shared Language.

A vocabulary the whole team can use on Monday, so the thinking outlasts the session.

Connections That Outlast the Session.

Attendees leave with a reason to talk to each other — at the reception, in the hallway, for the rest of the event. First-timers and introverts get an easy way in instead of standing at the edge of the room.

BOOK THIS SESSION WHEN

- Your team is under pressure to innovate with no reliable way to start
- You're in an industry nobody calls "creative," and you're being disrupted anyway
- Good ideas surface in meetings and evaporate by Friday
- You want your opening keynote to keep paying off for the rest of the event

FORMATS

Available as a 30–60 minute keynote, in-person or virtual.

Pairs with the Elite Innovation Lab (page 8)

Ask Bill how a bottle of ketchup changes the definition of innovation.

WORKSHOP ADD-ON

THE ELITE INNOVATION LAB

From Innovation to Application — In Real Time

A keynote opens minds. This is what moves feet.

The Elite Innovation Lab is a hands-on working session where participants take the tools from Bill's keynote and apply them, in the room, to the real challenges and decisions they're facing right now. Your team chooses the challenge. Bill brings the tools. Everyone leaves with something they can use on Monday.

This is where the lightbulb moments turn into action plans. It is the perfect add-on to any of Bill's keynotes.

WHAT IT IS

- A high-impact working session built to turn ideas into results
- Customized to your attendees, your industry, and your actual goals
- Interactive, fast, and built around problems your people already own

HOW IT WORKS

- Ideal duration is 90 minutes, and it flexes from 30 minutes to two hours
- Runs as a breakout, a leadership roundtable, or a private invite-only session
- Built for senior leadership teams, sponsors, VIPs, or select cross-functional groups
- Can be offered as a premium paid session or a sponsored add-on, which turns it into a revenue line for your event rather than a cost line

1,794 attendees surveyed.
99% found it valuable. 97% would see Bill again.

Verified audience feedback, Talkadot

WHAT PEOPLE SAY

"Having Bill Stainton open my convention with an exciting and energizing keynote session on Innovative Thinking was the best decision I ever made!"

JODY BROOKS
VP Professional Development, Louisiana Credit Union League

"Bill did more research on our organization, members and city than any other speaker we have had. This time and attention certainly showed in his interactive and engaging presentation."

AMY BEADLE
Central Illinois Customer Service Association

"How do you train your brain to become innovative? Bill Stainton did this for our teams at Zeigler Auto Group and did it in a fun and captivating way! He has an innate talent of connecting with the audience immediately, and we haven't laughed so hard in years!"

MIKE VAN RYN
Director of Talent Development, Zeigler Auto Group

"We just hired Bill to speak to 250 healthcare and business professionals, and to say that he knocked it out of the ballpark is a grave understatement! He received not one, but TWO standing ovations. Hire him. NOW"

MEGAN KONGAIKA
Employee Benefit Management Services

SELECTED CLIENTS

WHO BILL WORKS WITH

FINANCIAL SERVICES

Wells Fargo · American Association of Credit Union Leagues · Louisiana Credit Union League · Credit Union Association of the Dakotas · Oregon Bankers Association · PayrollOrg · Secure Cash & Transport Association

MANUFACTURING, INDUSTRIAL, AND TRANSPORTATION

Boeing · Singapore Airlines · Holland America Line · Whirlpool · Philips · Harley-Davidson · American Institute of Steel Construction · Association for Manufacturing Technology · American Mold Builders Association · Construction Management Association of America

TECHNOLOGY AND RETAIL

Microsoft · Amazon · Costco Wholesale · Nike · Burger King · Godiva Chocolatier · Midas · RE/MAX

HEALTHCARE AND PROFESSIONAL SERVICES

Humana · American Orthotic & Prosthetic Association · Moss Adams · Institute for Supply Management · Decision Sciences Institute · Association of Workplace Investigators · Public Employer Risk Management Association

GOVERNMENT, EDUCATION, AND MEMBER ORGANIZATIONS

U.S. Army · Kansas Association of Counties · Meeting Professionals International · National Speakers Association · Washington Society of Association Executives · American Society of Landscape Architects · Washington Association of Landscape Professionals · Central Illinois Customer Service Association · Seattle Sports Commission

THE EXPERIENCE

WORKING WITH BILL

Before the event.

Bill talks with you first — about your theme, your people, and what you need this session to accomplish in the arc of your program. He'll ask to speak with a handful of your attendees, as well as some of your other speakers. Not just to gather anecdotes, but so that when he's on stage, your audience hears their own language coming back at them — and so he can find a real success story from your own people to make the hero of the room during his keynote.

On the day.

Bill arrives early, does a thorough tech check with your team, and is in the room before your audience is. He can open your conference, close it, or bridge a hard transition in the middle of it.

Opening is where he does his best work — a room that laughs together in the first ten minutes stays with you for the next two days.

After.

Your people leave with vocabulary, not just enthusiasm. The Quitting Point, the Two Lies, the Yellow Dot — these are terms your team will still be using in meetings months later, which is the difference between a session that was great and a session that changed something.

TRAVELS FROM

Seattle, Washington

ALSO AVAILABLE

Virtual keynotes, half-day and full-day workshops, and innovation retreats.

BOOK BILL

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