



## Title

“The Innovation Dilemma: How to Make Big Change with Small Steps”

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## Bio

Brian believes nothing in business is more powerful than communications. It’s the backbone of every industry and operation. Based on principles found in science and psychology, Brian and his team at SquarePlanet Presentations & Strategy help individuals and organizations connect with audiences at a deeper level, with real authenticity, to drive growth.

Brian’s method may seem simple, but it’s not necessarily easy. Weaving together elements of social interaction, storytelling and cognitive theory, Brian challenges the norm by raising “the ugly truth”– that most of the time we miss the opportunity to connect when we communicate. Through his keynote speeches and workshops, he will challenge your thought process and strategy while providing a fool-proof method for effective communications.

The founder and principle force behind SquarePlanet, Brian is also an adjunct lecturer at Northwestern University’s NUvention program, a multi-disciplined program featuring graduate students from NU’s law, medical, engineering and business schools. NUvention is consistently ranked nationally as a top-ten program in both entrepreneurship and innovation. Active in the midwest’s exploding entrepreneur culture, Brian provides content development and presentations skills seminars to technology start-ups every month at Chicago’s Technori pitch competition and regularly coaches TED speakers across the globe. Additionally, he’s very proud to be the highest-rated faculty member of the prestigious Junto Institute of Entrepreneurship. Brian and the team at SquarePlanet continue to work with firms that include Transamerica Retirement Solutions, LPL Financial, The Standard, Redbox, Mavens Consulting, University HealthSystem Consortium, The Association Forum of Chicago, The Northern Trust, Merrill Lynch, Margaritaville, Novation, P&G, Bibby Financial and many more.

Brian and his wife Shawna live in Chicago’s Old Town neighborhood where the commute to SquarePlanet’s River North office is no more than an 8 minute bike ride, weather permitting of course.