

Bob Caporale | Speaker Profile

Helping People Find Their Passion, Creativity, and Strategy One Stage at a Time



Bob's main focus is to **help people infuse more passion, creativity, and strategy into their jobs**, and he does this by drawing upon his experience not only as a **corporate leader and professional workshop facilitator**, but as a **musician, composer, and songwriter** as well.



Bob is an expert in the subjects of product and business strategy. He is the founder of **Strategy Generation Company**, the host of the popular podcasts **Making It Real**, **Dear Strategy**, and **Beyond The Beef**, the creative force behind the **Theatre of Life** musical project, and the author of the highly acclaimed book, **Creative Strategy Generation** (McGraw-Hill).



Bob's message is simple: **Bring what you love to do into whatever you do for a living**. The result of his unique methodology is that employees become more driven and more energized to infuse passion, creativity, and strategy into their jobs.



Sample Topics

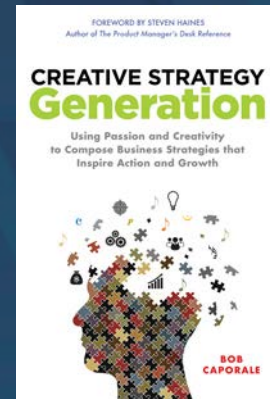
On Passion...



Why and How to “Challenge Safe”

When we “challenge safe,” we make incremental changes that allow us to infuse more passion into everything we do. Featuring a live musical performance by the speaker himself, this talk will inspire your audience to follow their dreams without ever having to leave their existing jobs!

On Creativity and Strategy...



7-Steps to Creative Strategy Generation

Featuring examples from his book, podcasts, and musical compositions, Bob gives your audience both the tools and inspiration they need to develop product and business strategies using the same 7-step creative process that he devised for composing music!



For more information on how you can hire Bob to speak at your next event, please visit:

bobcaporale.com



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