

Bob Caporale | Speaker Profile

*Helping People Find Their Passion and Creativity
...One Stage at a Time*



Bob's main focus is to **help people infuse more passion and creativity into their existing 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.



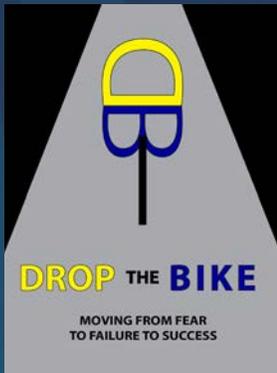
Bob is an expert in the subjects of product and business strategy. He is the founder of **Strategy Generation Company**, the host of the popular podcasts **Beyond The Beef**, **Making It Real**, **Dear Strategy**, and **Switch The Lens**, the creative force behind the **Theatre of Life** musical project, 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 and creativity into everything they do.

Sample Topics

Drop The Bike



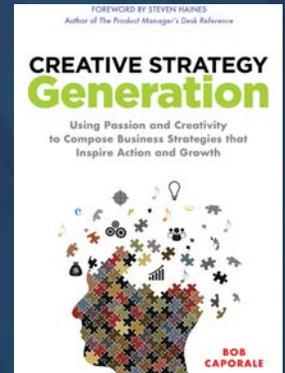
When you first learn how to ride a bike, you become paralyzed by the fear of what will happen if you fall. But after you “drop the bike,” your fears somehow seem to disappear. This is a talk about learning how to embrace failure to overcome fear and achieve your ultimate success!

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!

Composing Strategy



When strategy and creativity come together, great things start to happen! Using examples from his book, podcasts, and original songs, Bob teaches your audience how to develop business strategies using the same 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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