

# Bob Caporale | Speaker Profile

Promoting the Art of **Creative Strategic Planning**  
...One Stage at a Time



There is certainly no shortage of books, frameworks, and theories written about the subject of strategic planning. But as academic as this subject has become, the fact remains that some of the most successful strategies on earth were developed mostly from the heart rather than strictly from the mind.



Bob is a pioneer in the field of **creative strategic planning**, which involves the use of creativity and intuition to develop business and personal strategies that inspire true growth. He is the founder of **Strategy Generation Company**, the author of the book, *Creative Strategy Generation* (McGraw-Hill), the host of 4 popular podcasts, and the creative force behind the **Theatre of Life** musical project.



Drawing upon his experience as a successful corporate executive, a dynamic professional facilitator, and an independent musician and composer, Bob will inspire your group to develop their own uniquely successful business and personal strategies using creativity and intuition as their guides.

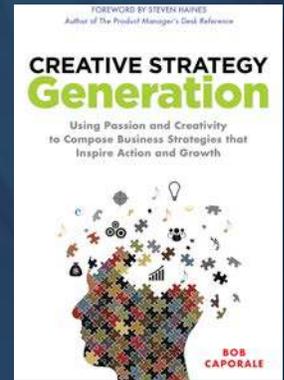
## Speaker Bio

## Sample Topic



Bob Caporale is the founder of **Strategy Generation Company**, a training and coaching business that specializes in helping product managers, marketing managers, and business leaders become more intuitive strategic thinkers and planners. Bob is also the owner and founder of **Rawls Creek Studios**, a multimedia production company through which he hosts and produces three separate business-related podcasts – *Dear Strategy*, *Making It Real*, and *Switch The Lens* – as well as the business-comedy series *Beyond The Beef*.

Bob is the author of the book *Creative Strategy Generation* (McGraw-Hill) and is an acclaimed expert on the subject of creative strategic planning, which involves the use of creativity and intuition to develop business and personal strategies. He has worked with some of the largest companies in the world as a strategic facilitator and coach, and is an established speaker at industry trade shows and corporate events. In addition to his business endeavors, Bob is also the composer and producer of the **Theatre Of Life** music project, which continues to fuel his passion for all things creative. You can learn more about Bob by visiting [bobcaporale.com](http://bobcaporale.com).



When strategy and creativity come together, great things start to happen! Using examples from his book, podcasts, and original songs, Bob will teach your group how to develop business and personal strategies using the same creative process used for composing music.



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

[bobcaporale.com](http://bobcaporale.com)



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