

## Mona Patel

Business Innovation Strategist and Best-Selling Author

**Is This Uncomfortable?** Part of the Gray Zones experiments, this “live social experiment” experience is designed to inspire empathy, awareness, and understanding while exploring racism and bias. Through a series of voicemails, listeners vote and describe how they felt while listening to the voicemail, and determine whether or not they heard prejudice or bias.

**Leveraging Disruption to Create Opportunities.** In today’s age of disruptive technology, companies are facing fundamental challenges that threaten to erode their entire business models. Mona Patel has worked with Fortune 500 companies including Mercedes-Benz and GE to identify the next “Big Thing,” exploring emerging markets, new research methodologies and innovative technologies. Mona encourages clients to see problems as opportunities, and leverage the disruptive forces in their industries to generate innovative ideas. She helps audiences move beyond the fears, doubts and “I can’ts” surrounding disruption in order to unlock creativity and see potential opportunities.

**Breaking Through BS Personas: How to Jump-Start Innovation.** Mona Patel has spent the past 17 years helping some of the world’s top brands come up with innovative ideas to optimize customer experience. With a background in both psychology and engineering, Mona understands the way people think and the best processes for generating great ideas as a team. In this speech, Mona outlines the different mechanisms by which people hold themselves and others back and often unknowingly hinder their own ideation process. These mechanisms, which she has coined “BS Personas,” are used as a shield, preventing great ideas from breaking through and being heard. Mona provides insight to every part of the creative process, offering takeaways for CEOs and interns alike and sharing colorful stories and anecdotes along the way. Mona’s humor and confidence create a collaborative workshop environment that allows groups to comfortably examine their corporate and interpersonal cultures and the ways those impede or enhance idea generation. Mona will leave you more knowledgeable, self-aware, and better positioned to generate truly innovative ideas.