

**“A NON-OBVIOUS AND NON-BORING KEYNOTE SPEAKER.”**

**Rohit Bhargava** is an innovation and marketing expert, skilled facilitator, and keynote speaker with over 15 years of real world experience as a strategist at both Ogilvy and Leo Burnett advising brands on marketing strategy. He is currently the founder of Non-Obvious Company. Rohit is the *Wall Street Journal* best selling author of six books on marketing, leadership and trends, and has delivered sold out keynote presentations and workshops for audiences in 32 countries.

Rohit’s insights have been read and shared by more than 1 million readers, including corporate audiences at Intel, Under Armour, Disney, JP Morgan Chase, LinkedIn, American Express, BP, NASA, Coca-Cola and many others. Since leaving the agency world, Rohit has become an entrepreneur and started two companies with annual revenues well over \$1M. He is also a popular Professor of Marketing and Innovation at Georgetown University, and a contributor to GQ magazine in Brazil. Rohit is married and lives with his wife and two young boys in the Washington DC area and he is a lifelong fan of the Olympics (he’s been to five so far!).

**The Experience: What Is It Like To Work With Rohit?**

Rohit has crafted programs on innovation, trust, marketing and storytelling for dozens of large global brands and is adept at making his content **relevant for your industry**. In addition, he routinely goes above and beyond to deliver value, by offering bonus workshops, participating in dinner/cocktail events and generally being a **humble and approachable** part of your event instead of rushing to the airport after his keynote.

Event planners and audiences have described Rohit as “a rare mix of **scary-smart and super engaging**,” and “a master at weaving stories together on stage.” Once he was even described on Twitter by an attendee as “hilarious, like a social media savvy Robin Williams.”

He is the perfect choice when you want to bring a **diverse outside perspective** from an engaging speaker who has real practical experience with relevance to your industry, a **unique point of view**, and a delivery style that blends inspiration with action.

## Keynote #1 Description

### “How To Think Like An Innovator”

Themes In This Talk: **INNOVATION** **DISRUPTION** **TRENDS/FUTURE**

What does it take to bring more **innovative thinking** into your organization? It is easy to think of innovation as a big ambitious and unreachable goal. We live in a business culture that celebrates innovation and creativity, but too often this priority is pushed to outside groups or feels too big to tackle. How can any team learn the right skills to anticipate and win the future by being more innovative every day?

In this keynote, participants will learn the five essential principles of **leading transformation** and building a team that sees the world differently.

Drawing from years of research across more than a dozen industries, the author’s Non-Obvious trend research series has been read and shared by over 1 million business professionals. In this talk he will share 5 megatrends from his latest research that are shaping the way people think and decisions are made.

Ultimately, participants will leave this session with real actionable advice for how to get their teams thinking differently. The future belongs to non-obvious thinkers. This keynote will help you support and inspire everyone in your team to become one of them.

### What Will The Audience Learn?

- 5 trends that are changing business today and how they apply to your industry
- What does it take to truly motivate employees today and create more engagement + loyalty?
- How can learning to think different inspire your workforce and drive more innovation?
- What are the five core habits of every innovator and how can you instill those in your team?
- What are some simple practices to bring to your team to get more innovative thinking?
- Note - This keynote features 5 custom selected trends chosen for relevance to your industry.

### Audience Feedback – What Are People Saying?



“When we looked for a voice of inspiration on the power of innovation for our annual global team meeting, Rohit was the natural choice. There are few speakers that deliver a vision for the future that is as clear and actionable as his.”

DOUG BUSK | **COCA-COLA**



“We asked Rohit to create a custom keynote and training video and what he managed to deliver blew us away! His non-obvious trends were perfectly customized for the insurance industry and he received rave reviews from our entire team.”

KAUSHAL SHROFF | **PRUDENTIAL**

## Keynote #2 Description

Themes In This Talk: TRUST | MARKETING | SOCIAL MEDIA | LEADERSHIP

### “How To Be Trusted In A Skeptical World”

We are living in a time when it is **harder to earn trust** than ever before. People skip ads, mistrust brands and have access to information and insight at their fingertips. What does it take for any organization to succeed in the world of empowered consumers where every brand and every leader faces a new sort of modern believability crisis? This entertaining and highly actionable talk will reveal the **five secrets of building trust** and what it really takes to stand out as real, human and trustworthy in an untrusting world.

Attendees will learn how to use the principles of **powerful storytelling** and combine these with smart use of digital tools to change their mindset around what it really takes to communicate in a more authentic and honest way. In a professional environment, we routinely struggle with the right way to bring our personality into the workplace and operate with greater **integrity and transparency**. This entertaining and inspirational keynote will not only show you that it’s possible, but gives you a roadmap on how to make it happen for yourself.

### What Will The Audience Learn?

- Why is it harder to be trusted today than ever before and how does that affect every business?
- What does it take to truly motivate employees today and create more engagement + loyalty?
- 5 keys to being more believable and how to use them to grow trust from customers and employees
- Principles of storytelling and how to use them to transform marketing and leadership activities

### Audience Feedback – What Are People Saying?



“Rohit had the highest rated score out of all the pieces of the conference! From my years of planning there are speakers who run in and deliver and leave. I overheard individuals say things like: ‘I want to be that guys best friend.’ He should think about marketing himself not just as a speaker but as an experience - and a great one at that! He has amazing energy, a great sense of humor and very relevant and interesting messages to share. I look forward to working with him again!”

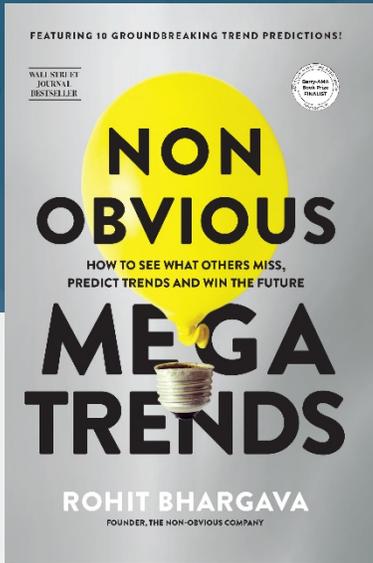
DAWN DOVEY | **SAGE HOSPITALITY**



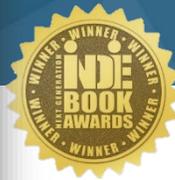
“After a long day for our attendees, I was originally reluctant to have a post dinner address to our marketing executives. However, Rohit’s content and delivery had all of us hanging on his every word. He somehow feels the mood of the audience and tailors his message accordingly. This is not the first time we’ve used him, nor will it be the last.”

BOB HOUSTON | **RICHMOND EVENTS**





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## Resources For Meeting Planners

 Download all of these resources here:

[www.rohitbhargava.com/speaking/info](http://www.rohitbhargava.com/speaking/info)

- [Technical Rider + AV Requirements](#)
- [On-Stage Introduction Script](#)
- [Full Bio and Short Bio](#)
- [Quick Facts Bullet Points](#)
- [Hi-Resolution Headshots](#)
- [What Makes Rohit Different?](#)



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[Click to watch Schwab keynote \(38 min\)](#)