



Speaker Kit

Susan Lindner

Global Keynote Speaker | Workshop Leader | Innovation Storyteller

innovationstorytellers.com

✉ hello@innovationstorytellers.com

☎ 646-337-3777

🌐 [linkedin.com/in/susanjlindner](https://www.linkedin.com/in/susanjlindner)

Intelligently designed talks & workshops that create “aha” moments and bring innovation leaders together.

Susan’s Story

Susan Lindner is the Founder and CEO of Innovation Storytellers, a leading innovation storytelling consulting firm. She is a highly sought-after keynote speaker and emcee, workshop leader, messaging strategist, and the world’s leading expert on innovation storytelling.



Susan Lindner is a cultural anthropologist, brand marketer, and disruptor who first learned the art and science of storytelling as an AIDS educator in rural Thailand, where she helped former sex workers become successful entrepreneurs. Today, as a 20-year communications expert, she is committed to using those same storytelling skills to inspire innovation leaders everywhere to become incredible storytellers and ensure that their innovations get the resources, runway, and recognition they deserve.

Susan is the host of Innovation Storytellers, a weekly podcast show for innovation leaders that takes the mystery out of how to communicate breakthrough ideas to the people who matter most. She has spoken at global conferences, consulates, and trade organizations. She has worked with C-level leaders and teams from over 60 countries at Fortune 100 companies like GE, Corning, Citi, AT&T, and Arm & Hammer on their innovation storytelling strategies. The result? Those innovation leaders become incredible storytellers who go on to change the world.

Education

Dickinson College
Degree in Anthropology & Comparative Religion

Universidad de Costa Rica
Cultural Anthropology & Liberation Theology

Fun Facts

Countries Susan has:
Traveled to: **45**
Hitchhiked through: **6**
Motorcycled through: **2**
Eaten Nutella in: **29**

Speaker Life

Susan has spoken to:
700+ companies from
89 countries through
250+ speaking events
250,000+ attendees



Speaking Experience

Susan has led some of the largest tech and innovation conferences in the world as both keynote speaker and emcee. She has also led intimate workshops, boot camps, in-depth intensives, and 1:1 coaching for executives and founders at Fortune 100 companies, as well as fast-moving startups. Susan has spoken to hundreds of thousands of conference and workshop attendees worldwide. She is a certified virtual and hybrid event speaker by the National Speakers Association.

Startup / Corporate

- Ameren
- Arm & Hammer
- AT&T
- Citi
- Corning
- Entrepreneur's Organization
- GE
- TNW
- VMWare
- Waterpik
- WeWork



Academic / Culture / Non-Profit

- Columbia University
- NYU Stern School of Business
- NYU Graduate School of Journalism
- Manhattan College

International Chambers / Agencies

- B. Amsterdam
- Belcham
- Dutch American Chamber of Commerce
- French American Chamber of Commerce
- German American Chamber of Commerce
- Innovation Norway
- Italian Trade Agency
- Invitalia
- Polish Consulate
- Proexport Colombia
- Swissnex
- German Accelerator [Mentor]
- Extenda – Trade & Investment Agency of Andalucía, Spain

Speaking Topics & Workshops

Susan's interactive keynotes, breakout sessions, workshops, and presentations provide deep insights that inspire attendees to take immediate action for impactful change and growth. Today, more than 700+ companies from more than 60 countries – from startups to Fortune 100s, have had the opportunity to learn from Susan and discover what it means to use storytelling to present innovative ideas and get the resources, runway, and recognition they deserve.



KEYNOTE

Impactful Storytelling for Innovators & Disruptors™

Outcome Statement: Discover how to overcome barriers to innovation, or resistance to change, by using the Innovation Storytelling method to create organizational alignment in this three-part innovation workshop series. Participants will learn how to tell better stories that engage and align key stakeholders, get audiences on board with their vision, and deliver maximum impact.

This program is perfect for innovation leaders who:

- ✓ Are under pressure to create new market opportunities.
- ✓ Need to communicate their breakthrough ideas in a way that is easily understood by the C-Suite, shareholders and stakeholders at home and around the world.
- ✓ Need others to support and champion their work.

The audience will leave with:

- ✓ A clear understanding of how to get other people on board with their breakthrough ideas.
- ✓ A blueprint for creating stories that inspire any audience into action.
- ✓ A process that empowers them to communicate with confidence.

KEYNOTE

Impactful Storytelling for Employee Engagement™

Outcome Statement: Provide your leaders with the specific tools they need to engage their teams with this talk.

Attendees will learn through Harvard Business Review research and real world case studies from Cisco, Patagonia and more how employees are embracing their own brand of authentic storytelling that becomes a recruiting magnet and an engagement tool.

Leaders will uncover the critical authentic storytelling techniques and tools necessary to inspire employees to become more involved and engaged at work and to spread the word about their amazing workplace.

This program is perfect for leaders who:

- ✓ Need to get employees on board with change in order to meet business objectives.
- ✓ Want to inspire those they lead to become more involved and engaged at work.
- ✓ Need talent retention programs to inspire and grow recruitment activities.

The audience will leave with:

- ✓ The critical storytelling techniques and tools necessary to motivate, engage, and inspire employees.
- ✓ New strategies to use current internal comms and social platforms to bring teams together.
- ✓ Confidence in retaining top talent by remaining true to their employer brand.

KEYNOTE

Mastering the Message™

Outcome Statement: Just having a great product or service is not enough to gain traction with key stakeholders. This talk, which can also be delivered as a workshop, will prepare innovation leaders to embark on a successful sales or marketing campaign by equipping them with a powerful message that reaches their targets where it matters most.

This program is perfect for innovation leaders who:

- ✓ Have a new product or service and need to gain traction with key prospects and stakeholders.
- ✓ Are tasked with creating a successful sales or marketing campaign for new innovative products or services.
- ✓ Need a powerful message that creates buy-in and drives sales.

The audience will leave with:

- ✓ The exact blueprint to successfully map purpose to product, so that people pay attention.
- ✓ A deeper understanding of emotional essence and "WHY" behind a message that instantly connects with customers and the press.
- ✓ The confidence to lead a successful campaign that resonates with the right target audience and inspires people into action.

WORKSHOP

Mastering Credibility in a New Market™

Outcome Statement: Breaking into a new market requires three things: trust, credibility and connection. Whether venturing into a new geographical area, vertical, or demographic group, this workshop will teach innovation leaders a framework to help them stand out, connect with key stakeholders, and build credibility and trust.

This program is perfect for innovation leaders who:

- ✓ Are venturing into a new geographical area, a new vertical, or a new demographic group.
- ✓ Need to be able to stand out in order to gain the attention of customers, influencers, and the press.
- ✓ Are starting from scratch and need to build traction in a new market.

The audience will leave with:

- ✓ A breakthrough positioning technique to stand out in a new market.
- ✓ A storytelling framework to help build trust, connection, and credibility.
- ✓ A practical method to facilitate communications with key stakeholders.

WORKSHOP

7 Day PR Plan™

Outcome Statement: Whether you're a product or division manager, entrepreneur or marketing pro, the right PR coverage can take your organization, innovation, or career to the next level. This fast-paced interactive workshop distills Susan's 15 years of award-winning PR expertise into a 7-day PR plan that will ensure you know exactly what to say, to who, and when.

This program is perfect for innovation leaders who:

- ✓ Want to cement the reputation of an innovation with PR that wins them credibility, trust, and sales.
- ✓ Need a pitch that will help them successfully communicate their innovation and why it matters to reputable outlets and contacts.
- ✓ Are seeking confidence when it comes to talking about their organization's breakthrough ideas in a way that ensures others will listen.

The audience will leave with:

- ✓ A deeper understanding of what story to tell in order to engage journalists.
- ✓ A plan to build their media coverage and relationships with reporters.
- ✓ A killer pitch that secures interviews, coverage, and leads.

Testimonials

"Susan Lindner was part of the faculty in our senior leadership development training, and held dedicated working sessions with my global team. In all of these settings, **Susan inspired our leadership team with the power and purpose of storytelling.** Working with an expert like Susan can unlock your story's potential, and is well worth the time."



Roland Rott

CEO & President at Ultrasound, GE Healthcare

"SEB has brought Susan back for two years based on our clients' requests for her workshops. **Her energy, content, and humor keep everyone laughing while they're learning.** Best of all, they leave with clear messages and a story that others can start spreading for them."



Frederik Josefsson

Head of Entrepreneurs and High Growth at SEB

"Susan has a charisma that lights up the room. She also has the networking power of about 5 people. The first words that come to mind are generous, kind, and connected. **She's an enthusiastic and knowledgeable speaker.** I loved her session on storytelling at the Innov8rs LA conference, and wish I could have invited more people to hear her perspective."



Olivia Wong

Senior Partner at Prototype Thinking Labs

"Susan Lindner is a valued partner to Innovation Norway. We turn to Susan to help our Norwegian startups with their sales messaging and PR strategies, and she **never fails to deliver.** Susan has the exceptional ability to help entrepreneurs refine their value proposition and succinctly articulate their strengths. I can't recommend her enough!"



Antonio Raposo

Sr. Advisor, US Market, at Innovation Norway

For bookings and more information, contact hello@innovationstorytellers.com