

## John Sutherland

John Sutherland is a futurist, author and the founder of Ennova Inc.

### Experience

A former facilitator at the Xerox International Training Center in Leesburg Virginia John has pioneered the use of many thought provoking customer-centric innovation techniques to generate breakthrough ideas. These techniques include: customer experience walking, changing behavior via 3 Do's, benefit hierarchies, frictionless growth, naturally embedded value, and idea markets.

With over 25 years of experience, John has helped thousands of executives in the retail, furniture, manufacturing, telecommunications, publishing, education, Coca-Cola distribution, financial services, travel, office-equipment, property management, health care, IT, energy, and pharmaceuticals industries develop and implement strategies for exponential growth.

The discoverer of the Universal Pattern of Game-Changers, Signal Diagnosis and Agile Implementation, John has translated these discoveries into The Shared Clarity System™. Through the power of common language and visualization this system empowers leadership teams to:

1. See more clearly, and interpret with greater insight, the technological and behavioral changes outside their industry norm.
2. Translate those insights into compelling new user experience scenarios.
3. Determine faster and with greater precision, how to best shape their business to exploit those scenarios.
4. Implement faster the resultant change with less risk and greater rewards.

### Education & Publications

John earned his M.B.A. at the Richard Ivey School of Business and received a B.Sc. (Genetics/Computer Science) from McGill University. John published the world's first business book in tweet form in the spring of 2013. *On signals: profiting from the signs from the future*. His latest book *Disruptive Leaders* is now available on Amazon.

### Speaking

He speaks at board and association meetings in both the United States and Canada and was a keynote speaker at the PEO Innovation conference held in Toronto in 2013. Utilizing videos and fast paced exercises he illustrates the disruptive capabilities and systems leaders need if they are to thrive in the exponential age we now call the 21<sup>st</sup> century.

### Personal

John lives in Toronto with his wife of 38 years where he plays with his two young grandchildren. John plays alto-saxophone for two bands: The Markham Concert Band, a 60 piece band and the Argonotes - the official band of the Toronto Argonauts. He owns a small airplane where you can find him most weekends; exploring southern Ontario from 3,000 feet and above.