

# BILL TAYLOR

**Entrepreneur & Innovator; Co-founder, *Fast Company*;**  
**Bestselling Author: *Simply Brilliant, Practically Radical, and Mavericks at Work***

## TESTIMONIALS

“...you were one of our top 2 rated speakers across the entire 3-day program with a perfect average rating of 5.0! In addition to this outstanding overall score - you received 100% of strong audience consensus for speaker knowledge and superb presentation delivery.”

– *Senior Director & Forum Lead, Alexander Group*

“Thanks for a wonderful speech. Your energy on stage was phenomenal and people were buzzing all day about your talk, especially your point that it’s not about what keeps you up at night but what gets you up in the morning!”

– *Director of Corporate Strategy & Innovation, Pfizer*

“It went great in all 3 cities. Very well received by the audience and a pleasure to work with onsite!”

– *Senior Field Marketing Manager, Oracle*

“You were a hit with the attendees. Of course, I’m not surprised. You have the ability to be informative, funny, motivational and a great story teller. That is a real gift.”

– *Senior Vice President, Sales, Neighborhood Health Plan*

“Your message was very helpful and the case studies brought the points into focus. Whether it is banking, hamburgers or pizza – all three gave our owners practical examples of how they can see their businesses differently.”

– *VP Operations, ServiceMaster Clean*

“Thank you for speaking at the OESA Annual Conference yesterday. Your presentation was the perfect way to end the day! The audience was engaged and taking notes – which was amazing at the end of a long day. We distributed over 300 of your books at the reception!”

– *President and CEO, Original Equipment Suppliers Association (OESA)*

“Thank you once again for making our SHiFT17 such a memorable event for our attendees. Feedback is still coming in with such high accolades regarding your keynote address. We’re close to finalizing post-event survey analysis and your keynote address is among the highest rated parts of the event!”

– *Market Manager, Customer Engagement, VSP*

“The standing room only crowd was a testament to both Bill Taylor’s content and style and the incredible interest our participants had in his material.”

– *Jewish Federations of North America*

“Bill Taylor did a fantastic job. He inspired us and made us think.”

– *Panera Bread*

“Bill Taylor knocked it out of the park! He had a great style and delivery, and the message was bang-on what we were looking for. He also did the best job I've ever seen of tying his message back to comments and examples from internal speakers that spoke before him. We really enjoyed having him.”

– *General Mills*

“Bill Taylor was outstanding. He was an entertaining storyteller who did a great job of connecting the dots between our business and his knowledge of client experience and innovation.”

– *Shook, Hardy and Bacon*

“Bill Taylor’s attention-getting, audience-grabbing style and message really worked with our team. He was enjoyed by the entire audience.”

– *Philips Healthcare*

“Bill Taylor's presentation was excellent! I was sitting next to one of our senior officers who was VERY impressed with his message. I got a lot of positive feedback from the attendees on his presentation. He was a pleasure to work with.”

– *LIMRA*

“Bill gave the best keynote I have ever heard at the conference, and one of the best keynotes I have ever heard anywhere. He was energetic, told great stories, engaged the room, and was right on target. Outstanding!”

– *Helzberg Foundation Entrepreneurial Mentoring Program*

“Thank you for inspiring Charleston at our annual meeting! Your speech was spot-on, and your message was just the sort of thing we need to hear. Your great stories and pearls of leadership wisdom kept us engaged.”

– *Charleston (SC) Metro Chamber of Commerce*

“Thank you again so very much for sharing your message at Manufacturing First. Your thoughts inspired and energized the attendees, and the audience gave you rave reviews. You ‘knocked it out of the park.’”

– *Northeast Wisconsin (NEW) Manufacturing Alliance*

“Everyone enjoyed Bill’s engaging and down-to-earth style. His message was very timely and resonated with our leaders, and we found great value in the follow-up lunch discussion. We also appreciated the resources he provided. His book was a real hit!”

– *State Farm*

“Thank you so much for a great session! You made your content very relevant for Citi and you had great energy in the delivery of the session, which was contagious. The response we got from the attendees was very positive, and many of them committed to trying something new.”

– *Citi*

“Bill delivered a great program. He got great feedback from the live audience and high marks from the Webcast. In fact, we have created a leader action guide as a way for teams to take the conversation about his talk further and begin putting their ideas into action. The guide includes a link to his keynote, his manifesto, and a suggestion to bring teams together for a facilitated discussion or brainstorming session.”

– *Fidelity Investments*

“Bill was great! He told interesting stories, had lots of energy, and worked hard to tie the content and themes of the day into what he said. Thank you for finding him for us!”

– *EQT Partners*

“Bill nailed it! He did such a great job customizing his talk to our challenges. More than 130 folks volunteered to do follow-up work after the session. Simply amazing! He got us going.”

– *Boston Children’s Hospital*

“Bill was wonderful and the buzz he created was extremely positive. In fact, there was so much energy around his speech that we asked him back to talk to our Advance Leadership Academy.”

– *Henry Ford Health System*

“You were awesome! Thank you for beginning to set a new agenda for our industry and disrupting conventional thinking. Here are some of what the attendees said: ‘I may be an old dog, but I can feel my tale wagging!’ ‘Refreshing! It’s not the same information that I’ve been hearing on what defines transformation and business excellence.’”

– *UnleashWD, Wholesale Innovation Summit*

“Bill’s talk was very well-received, and our executives found his lessons and insights actionable. We appreciate all the time he spent before the meeting to make it as productive as possible, and that he stayed through dinner to keep sharing ideas and taking questions. He did a great job!”

– *Lubar Companies*

“Thanks so much for all you did as the Keynote for this year’s Retreat. We got so many positive comments, especially from those who were lucky enough to hear you five years ago as well. It’s time to update our ‘Bill Taylorisms’ as we apply your ideas to our business.”

– *Holder Construction Leadership Retreat*

“Bill’s participation was key to our annual conference being perceived as the best one yet! I really appreciated his clever quips, and insightful questions and comments. His session was lively and on point, and his enthusiasm for our success was absolutely transparent.”

– *SKF*

“The response to your talk has been off the charts! I alone have received two dozen ‘Bill was great’ comments from friends and colleagues. Huge home run, incredibly positive! And I can’t believe how many folks have your book on their desk.”

– Gensler

“Thank you for a terrific presentation to our brokers and managers. We heard so many great comments about your remarks. You intrigued, informed, and inspired us all, which added great value to our conference experience!”

– *Leading Real Estate Companies of the World*

“You were one of our top 2 rated speakers across the entire 3-day program with a perfect average rating of 5.0! In addition to this outstanding overall score, you received 100% of strong audience consensus for speaker knowledge and superb presentation delivery.”

– Alexander Group

“Bill rocked the house at Boston Properties University. We loved the presentation, and we get great feedback every day from our colleagues and customers! Great messages, engaging stories, the presentation was simply brilliant.”

– Boston Properties

“Great work! The format was perfect, and your presentation was consistently noted as a highlight of the event by our attendees. It was a highlight for me as well. Fantastic job!”

– Actifio, eCloud Summit

“The reviews for your session were spectacular, with an emphasis on how insightful and thought-provoking the audience found your remarks. Everyone appreciated the opportunity to hear what you think, absorb your advice, and evaluate their own strategy in light of what you presented.”

– Dassault Systems, 3D Experience Forum

“Thank you for the fantastic, motivational talk to our conference attendees. It was truly inspirational and highly appreciated by everyone.”

– Blackbaud, Annual Customer Conference

“We could not have been happier with Bill’s keynote at our all-hands meeting. Bill arrived early and got to know our CEO. He really took the time to understand our event and even changed his content based on the presentations he heard before his lunch talk. And he stayed to sign books for the attendees, even though they arrived late. He really went the extra mile!”

– Kinney Group, All-Hands Meeting

## **PRAISE FOR *SIMPLY BRILLIANT***

“A fascinating look inside companies that are rewriting the rules of success. If you’ve ever wondered whether imagination beats knowledge or passion overcomes ambition, drop what you’re doing and read this book.”

– Adam Grant, Wharton professor and *New York Times* bestselling author of *Originals* and *Give and Take*

“We’ve all heard of the garage startup that becomes a tech giant like Apple or Google. But what about the startup that’s actually reinventing the garage? *Simply Brilliant* provides a roadmap for inspiration and innovation in the unlikeliest, most everyday places.”

– Linda Rottenberg, Co-Founder, Endeavor, author, *Crazy Is a Compliment: The Power of Zigging When Everyone Else Zags*

“*Simply Brilliant* offers transformative messages for leaders in all walks of life. This book will challenge you to look at yourself, your work, and the world around you with fresh eyes and a more open mind.”

– Sir Ken Robinson, educator and author of *Creative Schools: The Grassroots Revolution That’s Transforming Education*

“*Simply Brilliant* is a unicorn among business books: A clear and instructive manual for disruption that also happens to be a terrific read. Bill Taylor has defined parameters for innovation that are relevant and actionable whether your goal is to grow a business or cure a disease.”

– Deborah W. Brooks, Co-Founder and Executive Vice Chairman, The Michael J. Fox Foundation for Parkinson’s Research

“Bill Taylor is back—and he’s better than ever! *Simply Brilliant* describes how to make your organization truly extraordinary by focusing on the values that set you apart from the pack. Brimming with fascinating case studies, this book is essential reading for leaders in every industry.”

– Daniel H. Pink, author of *Drive* and *To Sell Is Human*

“Bill Taylor has done it again. This book is going to change your business forever—when you read it, you’ll understand.”

– Seth Godin, author of *Linchpin*

"I need at least a thousand words to begin to explain why I love this book so much. Greatness (!) from real people (!) in the most un-Silicon Valley (!) markets and locations imaginable. Wow!"

– Tom Peters, coauthor of *In Search of Excellence*

"Simply Brilliant is just that—real examples of the journey from ordinary to extraordinary. Bill Taylor challenges us to think differently about elevating our organizations to be truly distinctive in what we do and how we do it. His book inspires and equips us to accept that challenge."

– Sandra L. Fenwick, President and CEO of Boston Children's Hospital

"I have followed Bill Taylor since the early days of Fast Company, and have used his ideas in the turnaround of Hudson's Bay Company. I'm a believer!"

– Bonnie Brooks, Vice Chairman of Hudson's Bay Company

"Simply Brilliant is, well, simply brilliant! Bill Taylor empowers us with a set of basic, first-order principles in action—on the virtues of kindness, humility, and empathy—that turbocharge, and often outdo, all of the more complex ideas we teach in business schools. A must read!"

– Len Schlesinger, Baker Foundation Professor, Harvard Business School, President Emeritus, Babson College

"The 21st-century workplace requires that leaders at all levels become both artists and entrepreneurs. Simply Brilliant highlights the power of this creative mix in all kinds of organizations and all sorts of fields. I'll be sharing these stories of original thinking and nimble leadership with my students and colleagues."

– Terri Lonier, Dean, Career and Professional Experience, School of the Art Institute of Chicago

"Refreshing...provocative...Taylor captures the enthusiasm and conviction of managers and leaders who find their own glamour, and somehow makes it contagious."

– *Forbes*

"This book is relevant, absorbing, and practical. It cleverly lays out a blueprint for building companies in the 21st-century digital world using examples that are generations old. And yes, it's simply brilliant."

– *Management Today* (UK)