

# **Scott Berkun**

**Author and Speaker at Berkun Consulting**

Seattle, WA, US

Now that's a perspective! Best-selling author and speaker will provocatively, yet delightfully, challenge you to think outside the box

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## **Description**

Scott Berkun is the best selling author of *The Myths of Innovation*, *Making Things Happen* and *Confessions of a Public Speaker*. His work as a writer and public speaker have appeared in the *The Washington Post*, *The New York Times*, *Wired Magazine*, *Fast Company*, *Forbes Magazine*, *The Economist*, *The Huffington Post*, and other media.

He has taught creative thinking at the University of Washington and has been a regular commentator on CNBC, MSNBC and National Public Radio. His many popular essays and entertaining lectures can be found for free on his blog at Scott Berkun.

Since Aug 2010, Scott also works for Automattic on WordPress.com. He worked at Microsoft from 1994 to 2003, mostly on Internet Explorer 1.0 to 5.0 (not 6).

As a best-selling author and speaker, Scott lectures at Fortune 500 companies & top universities on creativity, management and a fun mix of everything.

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## **Availability**

Keynote, Moderator, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Writing and Editing, Computer Software, IT Services/Consulting, Public Relations and Communications, Corporate Training, Management Consulting, Publishing

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## **Topics**

Leading Breakthrough Projects, How to Manage Innovation, Mistakes Managers Make, Advanced Topics in Project Management, Integrating Design and Software Development

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## **Affiliations**

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## **Sample Talks**

## **How Progress Happens: Leading the Human Side of Change**

Talking about change is easy – making change happen in most organizations is ridiculously hard. But there are things we can learn from the history of technology, political revolution and change, and there is a playbook we can reuse to help us avoid easy mistakes and seemingly popular, but actually self-defeating approaches. This fun, interactive and entertaining talk will prime you for leading change, enhancing your skills for motivating, and making change happen in your world.

## **The Five Most Dangerous Ideas**

There are truths about how the world works that creatives don't like to talk about. We get angry and frustrated when we're not granted the power we think we deserve, but there are often good reasons the world works – against us. This session takes these ideas head on, from how power truly works, to our unavoidable dependence on salesmanship skills, so we can convert them from frustrations into practical behaviors for empowerment and achieving our dreams at work.

## **The top ten mistakes UX people make**

UX professionals worry about the wrong things: methods and techniques, despite how little of our impact hinges on extending our already well developed expertise. This fun, entertaining and interactive talk will share a fresh, entertaining, yet tough perspective on why we succeed or fail, and what we can do differently to make the changes we want to happen, to happen now.

## **Why Designers Fail and What to Do About It**

All those who participate in design, from interaction designers to usability engineers, fall victim to the same kinds of challenges when trying to bring good design into the world. From politics, to hubris, to downright incompetence, what can we learn by examining the causes of our failures? Scott thinks we can learn everything, much more than studying our successes. This talk, explores why designers fail and offers advice on how to learn from and triumph in the face of these situations.

## **Creative Thinking Hacks**

Scott will simultaneously demystify creative thinking, provide tips and tricks for finding ideas, provoke wild opinions and comical rants, and explore how to become more powerful at the creative aspects of your work and life.

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## **Past Talks**

### **The Five Most Dangerous Ideas**

An Event Apart Seattle

### **KEYNOTE SPEECH**

RightNow Developer Conference

### **Creative Thinking Hacks**

Creative Mornings Seattle

### **The Five Most Dangerous Ideas**

DMI Design/Management Thinking Conference

**The top ten mistakes UX people make**  
Puget Sound SIG-CHI Speaker Series

**KEYNOTE SPEECH**  
Construx: Executive Summit

**KEYNOTE SPEECH**  
From Business to Buttons: Designing for Effect

**Teaching Seattle How To Drive**  
Ignite Seattle 15

**KEYNOTE SPEECH**  
WordCamp Portland

**How Progress Happens: Leading the Human Side of Change**  
Tools of Change for Publishing Conference

**KEYNOTE SPEECH**  
WordCamp Seattle 2011

**KEYNOTE SPEECH**  
Web 2.0 Expo New York

**How is WordPress.com Made?**  
WordCamp Lisboa 2011

**KEYNOTE SPEECH**  
STC Summit 2012

**Creative Thinking Hacks**  
Google Chicago Speaker Series

**KEYNOTE SPEECH**  
PMI Tel Aviv

**The Five Most Dangerous Ideas**  
An Event Apart Boston

**Myths of Innovation**  
Communitech Tech Leadership Conference

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**Accomplishments**

**Author - Confessions of a Public Speaker**

In this hilarious and highly practical book, author and professional speaker Scott Berkun reveals the techniques behind what great communicators do, and shows how anyone can learn to use them well. Confessions of a Public Speaker provides an insider's perspective on how to effectively present ideas to anyone. It's a unique, entertaining, and instructional romp through the embarrassments and triumphs Scott has experienced over 15 years of speaking to crowds of all sizes.

**Author - Mindfire: Big Ideas for Curious Minds**

This definitive best-of collection of one of the web's best young writers is packed with big ideas and fun, guaranteed to make you think and smile. You'll learn to find passion, think free, manage time, pay attention and more.

**Author - Making Things Happen: Mastering Project Management**

In this critically acclaimed and bestselling book, Microsoft project veteran Scott Berkun offers a collection of essays on field-tested philosophies and strategies for defining, leading, and managing projects. Each essay distills complex concepts and challenges into practical nuggets of useful advice, and the new edition now adds more value for leaders and managers of projects everywhere.

**Author - The Myths of Innovation**

Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, Amazon.com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world.

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