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Tom Wujec

World Renowned Expert on Innovation, Fellow at Autodesk

Visualizing Business Strategies : Using Images to Think, Innovate and Drive Business

THE LATEST: Watch Tom Wujec's latest TED Video, "Build a Tower, Build a Team", [HERE](#).

Tom Wujec speaks internationally on innovation: why it matters, why it is a vital engine of economic growth (especially today), and how to foster it. Wujec works with Fortune 100 companies to create innovation practices at all stages, from strategic planning to design and implementation. He is also the leading advocate of *making work visible* within a company, of transforming ideas into images that enhance clarity and engagement and which lead to intelligent and successful new products, services and processes.

As a Fellow at Autodesk -- the Oscar-winning industry leader in 3D computer animation technology, and one of the world's largest software companies -- Wujec has worked with a diverse range of clients, from the largest automotive and consumer product manufacturers to the visual effects and gaming companies establishing billion dollar industries. He has brought several award-winning products to market, and has published a handful of influential books, including *Return on Imagination*, *Five Star Mind* and *Pumping Ions*, which have been translated into over a dozen languages.

Tom Wujec Speech Topics

Visualizing Business Strategies : Using Images to Think, Innovate and Drive Business

There is a behind-the-scenes business revolution happening around the world. Creative leaders in the shrewdest companies are using a constellation of new tools to make work visible. Visualization -- thinking and communicating with images -- is rapidly becoming the principal tool to foster innovation and business success. It's also a powerful new tool for leadership which can provide dramatic gains in productivity, cost reductions, and corporate confidence. With interactive visuals, Tom Wujec shows you how teams at the world's leading companies are using simple images to build visual models that create profound new ways of understanding their employees, their customers, their markets, their products, and their competitors. With high spirits and deep authority, he leads you through exactly how to formulate, implement and measure the effectiveness of this new strategy. Teams come to see the real dynamics of their business: they discover patterns, they build new relationships, and they see their real impact on the company's overall direction. If we are going to work smarter in the information economy, Wujec says, we need easy-to-use approaches and tools that help us clarify what's important, focus on how to get there, and ignore the rest. We need the power of visual clarity at the heart of this talk.

Visualizing Green: The Role of Innovation -- and Personal Choice -- in Sustainability



Picking up where *An Inconvenient Truth* left off, Tom Wujec's visual stunner of a new talk shows you the plethora of solutions -- at both a company and a personal level -- that can alleviate CO2 emissions, water use, and other green issues. How is innovation and design systematically greening food processing, transportation, architecture, etc? What's happening in your industry? And why can you do? Wujec also unveils his EcoViz tool, which calculates the impact of making everything from cars to shoes, and which illustrates the complex nature of our green challenge. Talking throughout about the power of personal choice, Wujec engages audiences and delivers an interactive look at sustainability -- what it is, and how to achieve it.

Visualizing Knowledge: A Customized Knowledge Map of Your Conference

In this unique multi-part presentation, Wujec opens and sets the stage for your conference by attending sessions throughout, mapping the experience, and wrapping it up in an invaluable closing session. During your conference Wujec sketches each speaker's key ideas. He also leads a series of fun activities in which the audience arranges these images (as well as their own) into idea maps. In his closing keynote, in which he presents his sketches, he presents the full range of topics discussed and reflects on patterns that have emerged. What emerges is a remarkable view of what your organization sees at its priorities, what works, what's worth trying, and how your business can be expanded well into the future.

Return on Imagination

Why is innovation so important to growth? And how can we innovate more effectively and efficiently? In this customizable talk, Wujec answers these questions through striking images and practical lessons learned from his award-winning work with Fortune 100 companies. Wujec's talk is a rare chance to see innovation at work -- to see how the great companies come up with new ideas and bring them to market. Wjuec shares proven approaches that encourage exploration, customer engagement, prototyping, and innovation testing. And importantly, he illustrates simple ways to measure the return of innovation success. he leaves audiences with principles that any company can use immediately -- principles whose brilliance lies in their powerful simplicity.