

The Northeast Indiana Innovation Center 3rd Annual Signature Event

ideas@work

Accelerating Indiana



Keynote Speaker J. B. Bernstein
Legendary Sports Marketing Pioneer



Keynote Speaker J. B. Bernstein

Topic: HEY, WHERE'S MY BIG IDEA?

“Without a plan, you have planned to fail,” said J. B. Bernstein. Also, “You have to financially invest in your idea, have skin in the game.”

Key Points

- Ideas are created by a system, not magic.
- Ideas are made up of seemingly unrelated facts in your head that come together at some *Eureka moment*.
- Anyone can drive innovation by training their mind to do so.
- Innovation and relationships go hand in hand...if innovation is the vehicle, relationships are the fuel!

Contact The Northeast Indiana Innovation Center (The NIIC) for information about starting, growing or accelerating your business! www.niic.net

