

# Warren Berger

Author at WBLK Media, LLC

Greater New York City Area, NY, US

Business Innovation & Creativity Expert

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## Biography

I'm a long-time book author and business journalist specializing in innovation and creativity. I also do lectures and workshops on innovation and creativity in business and personal lives (in recent months I spoke at Microsoft in Seattle, TEDx in Portland, and conferences in New York, Barcelona, Rome, and Venice.) My last book, GLIMMER (The Penguin Press; 2009), explored the power of design (and design thinking) to transform the way we live. I'm currently researching and writing a new book, A MORE BEAUTIFUL QUESTION (Bloomsbury), which looks at the fascinating art and science of asking great questions—and how these questions can spark innovation and change. Over the years, I've studied and reported on hundreds of top creative people—in business, the arts, science and education, and in my speeches I share the secrets of these "Master Questioners" for helping all of us become more creative, original and innovative.

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## Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## Industry Expertise

Corporate Leadership, Design, Advertising/Marketing

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## Areas of Expertise

Innovation, Creativity, Change Agents

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## Sample Talks

### How We Can—and Why We Must—Get Better at Questioning

Amazingly creative people—in business, the arts, science, and education—tend to be "Master Questioners." In the anecdotes Warren Berger shares, they are fearless at questioning everything—in a highly effective way that makes them and their businesses more creative, innovative and original. Learn how the rest of us can learn to ask "beautiful questions" the way Steve Jobs did, leading to positive changes in our work and in our lives.

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## Education

Syracuse University Newhouse School of Public Communications

Bachelor of Arts Journalism

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