



# John Krubski

**Keynote Speaker**

**Creator of the "What Matters Most" Index**

**Futurist and Innovation Consultant**

**Values, Attitudes and Trends Leader**

***"EVERYTHING I DO FOR CLIENTS IS FUELED BY ORIGINAL PERSPECTIVES, ORIGINAL PROPRIETARY RESEARCH, AND ORIGINAL THINKING"***

*-John Krubski*

## **Speaking Topics Include**

- **Uncommon Outcomes Through Uncommon Thinking**
- **Breaking Genius for Teams and Organizations**
- **Thinking Whole: Turbo Charge the Way You Think, Learn, Understand and Communicate**

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# Let us tell you **John Krubski's** story

One thing that John Krubski says about his events is “If I don’t teach you something in 45 minutes, you don’t have to pay me.” Insightful and full of energy, Krubski is confident in his ability to help companies think outside of the box. He refers to himself as a speaker who is “industry-agnostic” because his lessons are applicable to everyone under the sun. Whether you’re a college student wanting to think differently or a corporate employee hoping for a more productive working environment, Krubski’s message will resonate with you.

Uncommon thinking leads to uncommon results. That’s a message that Krubski lives by, and has led to his four central principles. These include:

- Thinking Whole to Create the Future you Deserve
- Breaking Genius for Teams and Organizations
- Unleashing the Collective Native Intelligence of your Organization
- The Gen6 Factor and American Cultureography

While many people believe that this period of working remotely has hindered our abilities to work as efficiently, Krubski has to disagree. “People put up borders in person that isolate them,” he says regarding in person meetings. A common misconception is that people think remote work causes fatigue, but Krubski doesn’t credit this to be a ‘product of technology.’ Meetings can be interesting and productive if the person holding them makes it so.

Furthermore, he believes people often lack discipline and this can be a factor that makes remote learning so tiring. Another truth that Krubski emphasizes is that thinking isn’t always something that’s a completely natural thing. Krubski believes that by thinking in uncommon methods, people are able to learn how to use their mind most effectively. His idea of “breaking genius” motivates others and inspires them to become better thinkers.

John Krubski is the man who does it all. He can look at an individual and instantly know what they should be doing differently. He assists organizations in productivity and brand positioning, and he does it all with ease. His idea of creating a future that you deserve will resonate with everyone, and inspire them to take their paths into their own hands.



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