



TED

John Danner

- Speaker and moderator on the global stage
- UC Berkeley & Princeton professor
- Author, *The Other F Word: How Smart Leaders, Teams, and Entrepreneurs Put Failure to Work*

John Danner has spent decades helping leaders navigate rapidly changing environments to their advantage.

John brings a rare blend of senior-level experience and broad industry perspective to every engagement. He advises Fortune 500 companies as well as startups in fields including healthcare, energy, finance, enterprise services, technology, and consumer products. John anchors executive education programs around the world. He is a high-impact teacher of strategy, innovation, and entrepreneurship at UC Berkeley and Princeton. John has also held senior positions in federal and state government, and he conceived the idea for TED University. He earned his JD, MPH and MAEd degrees at UC Berkeley, and his BA from Harvard.

“John gave an outstanding, provocative speech about growth and success.”

- Karl R. LaPan, Chairman, National Business Incubation Association (NBIA)

“John delivers! He wowed our audiences with his engaging style, wit, and wisdom in the US, Europe, Middle East, South America, and Asia.”

- Manav Subodh, Global Director, Intel Entrepreneurship Program

LATEST KEYNOTE

The Other F Word: FAILURE, and How the Successful Put It To Work

Failure is a daily fact of life in business. Most of us treat it as a shameful, regrettable event. Smart leaders, teams, and entrepreneurs know the truth: Failure can be a game-changing strategic resource that can help you achieve the greater success you want. John's latest keynote focuses on pragmatic ways to:

- Reduce the fear of failure which stifles innovation, growth, and engagement
- Anticipate failure and respond to it productively
- Leverage failure to drive innovation, performance, results, and culture

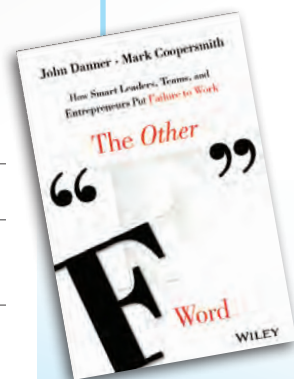
JOHN'S OTHER KEYNOTES INCLUDE:

Six Questions Facing 21st Century Leaders

**“All Hands” Innovation:
Heads In, Hands On, Feet First**

**What Smart C-Suites Know:
Seven New Drivers of Value**

BRING JOHN TO YOUR AUDIENCE



Ask about free copies of
THE OTHER F WORD
for each audience member

Categories: Leadership, Strategy, Entrepreneurship, Innovation, Growth, Performance, Failure, Management, Business Model Innovation, Corporate Culture, Change Management

Audiences: Executives and professionals, leaders, their teams, C-suite executives, board members, and other high-potential people in business, government and non-profits worldwide

Media: The New York Times, The Economist, LA Times, and many more including notable international outlets

Engagements: TED Global, TEDx, Google, Morningstar, Intel, IDEO, Adobe, Microsoft, Avon, LG, CAISO, Aspen Institute, FEI, ASEAN, NBIA, NGA, Seminarium, Fundacion Chile, and campuses in 30 countries