

# THE BLUES-PRINT FOR INNOVATION

*A KEYNOTE BY BOB JONES*

CEO, Serial Founder, MIT Lecturer,  
Performing Blues Musician



## NOT YOUR TYPICAL KEYNOTE

Forget the dry slide decks. Bob Jones brings an electric guitar on stage and plays the blues to illustrate the raw, gritty principles of building a successful Innovation Engine, especially within a large organization. He delivers valuable and immediately useful content in a high-energy entertaining session that audiences take with them when they return to the office.

## THE THREE PILLARS OF INNOVATION

Bob uses live music as the perfect metaphor for high-performing innovation teams, focusing on:

- **Understanding the structure:** Mastering the “blues-print” before you break the rules
- **Picking the right collaborators:** Building the synergy for a high-performing team
- **Reading the audience/market:** How to pivot and drive execution, based on real-time feedback

“Bob Jones is a game-changer. He didn’t just teach—he inspired, challenged, and elevated the entire room. You’ll walk away inspired and equipped to achieve more than you thought possible.”

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# WHY BOB JONES?



## HARD-WON INSIGHTS

Insights from a CEO who has turned around a troubled public company and seen both the glory of successful exits and the "blues" of failure.

## PROVEN PEDIGREE

- **Serial Entrepreneur:** Two successful exits, two failures (expensive lessons..), two patents.
- **Executive Leadership:** Former CEO of a public company.
- **Academic Excellence:** MIT Lecturer, Princeton & MIT degrees, published author.
- **Professional Musician:** A blues guitarist who still performs regularly, bringing stage presence that commands the room.

“Seeing the lessons come alive through music made the session engaging, entertaining, and deeply memorable.”

## ACTIONABLE TAKE-AWAYS FOR YOUR ATTENDEES

- **Immediate Execution:** A practical, proven framework for internal innovation.
- **High Engagement:** A 60–90-minute session where people laugh, groan, and – most importantly – immediately start taking notes.
- **Memorable Impact:** Content that sticks because it’s felt, not just heard. (Bob says, “The best content in the world doesn’t do you any good if you can’t remember it.”)

“The session felt like a high wire act in the best way, and you absolutely pulled it off.”

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