



## **Carla Johnson Bios**

Short, medium and long bios of Carla Johnson for your promotional use.

### Short (53 words)

Companies that buck the status quo redefine what innovation means. Carla Johnson's spent decades working with leaders, researching and writing books to teach people how to make innovation everybody's business. By fusing visionary creativity with pragmatic innovation strategies, Carla helps create cultures that welcome offbeat perspectives while also experiencing unprecedented growth and alignment.

### Medium (108 words)

No longer is the status quo the sure bet. In today's world, standing still makes you a sitting duck. Disruption's inevitable. But if anyone's going to disrupt your company, shouldn't it be you?

As the world's leading Innovation Architect, Carla Johnson has spent 20 years working with leaders, conducting research and authoring numerous books. She's developed frameworks that teach people how to redefine what innovation means to them, and then equips leaders to make innovation everybody's business.

Carla's approach transforms organizations by fusing visionary creativity with pragmatic innovation strategies. The result is a culture that becomes a playground of limitless potential while also experiencing unprecedented growth and alignment.

### Long (207 words)

It used to be that the status quo was the way to go. It kept your company running. And it kept you employed. But in a world that changes at the speed of a TikTok, standing still makes you a sitting duck. Volatility lurks around every corner. Startups have become rockstars. Founders are celebrities. Customers are fickle. Employees are leaving.

Disruption is inevitable. But if anyone's going to disrupt your industry, your company, or your team, shouldn't it be you?

As the world's leading Innovation Architect, Carla Johnson's been breaking the status quo all her life. In 20 years of working with leaders, she's learned that the safest bet is often the riskiest move. Through years of research and authoring numerous best-selling books, she's developed frameworks and processes that teach people how to redefine what innovation means in their company, and then equips teams to make innovation everybody's business. This ultimately leads to inspired thinking and audacious outcomes.

Carla's approach transforms organizations by fusing visionary creativity with pragmatic innovation strategies to inspire teams to think bigger and bolder so they can bust out of the status quo. The result is a company culture that becomes a playground of limitless potential while also experiencing unprecedented growth and alignment.