

**BILL BISHOP**

Bill Bishop is CEO of Bishop Communications: **The BIG Idea Company**.

His team of coaches help people **invent new disruptive BIG Ideas**.

He's the author of many business books, including **How To Sell A Lobster** (which has sold over a million copies worldwide) and his latest book **The New Factory Thinker**.

He's also the publisher of **Disrupter Magazine**, about companies and individuals who are succeeding by disrupting the status quo in the marketplace.

Bill has delivered speeches to hundreds of organizations including The MIT Entrepreneur Program, TEC, Entrepreneur's Organization (EO), Advocis, The Knowledge Bureau, MDRT, NAIFA, NAPFA, Independent Financial Brokers, Workcomp Advisors, Pro-Seminars, BNI,, The Ivey School of Business, The Schulich School of Business, and Queen's University Executive MBA Program.

Bill will talk about disruption in the economy and how deal with it successfully by re-wiring our minds for marketplace of the future.