

# Susan Abbott

Blue Sky Thinking. Down to Earth Results

## ENERGIZING BUSINESS AUDIENCES

Susan is a specialist in bringing customer insight into innovation through qualitative research and creative problem solving.

As a speaker and workshop leader, she energizes business audiences to think differently about customers and themselves, with strong, current topical content, and a focus on taking action after the session.

As a skilled facilitator, Susan creates custom designs that help organizations discover new product and communications ideas, rethink their customer experience, and many other challenging projects in B2B and B2C situations.

## TOPICS

**Bringing Insight to Innovation** – Customer insight can help you make your innovation strategies more successful. Where do customers fit in the innovation process, and how do the best organizations manage this? Can be a keynote or an interactive workshop.

**Designing Customer Experiences** – No hackneyed examples here, this is all about understanding how to create and manage the customer experience in your own business today, when constant change and hyper-competition can make it feel impossible. Susan distills complex trends into understandable patterns using key principles. Interactive, positive, and focused on inspiring people to take action.

**Innovate Your Life** – use the tools consultants use to think creatively about your own life and your own goals. Fun, engaging, interactive, and empowering for any audience.

## THE BLAH, BLAH, BLAH

Formed Abbott Research & Consulting in 2001. Former vice-president of TD Bank Financial Group, with a diverse general management background. Management consultant. Speaks corporate. Launched Think Global Qualitative, a global alliance of boutique consultancies, in 2013.

MBA from Ivey at UWO, CMRP Research designation, Advanced Creative Problem Solving training, and a bunch of other stuff. Susan's a learning junkie who spends her free time at conferences, frequently speaking, always staying current.

Considered a leader by her peers, Susan was twice elected to the board of the Qualitative Research Consultants Association. Author of The Innovative Organization in partnership with Schulich at York University in 2007. Blogging since 2004. Tweeting since 2007.

ProTrack training through Canadian Association of Professional Speakers.



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