COMING **NOVEMBER 1, 2021**

INNOVATION STARTS WITH I

Innovation isn't just about technology.
It's about **being human.**



"This book is filled with vivid images and insights to spark ideas.
It might just help you see the world—and yourself—differently."

- Adam Grant, #1 New York Times bestselling author of THINK AGAIN and host of the TED podcast WorkLife

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"This beautiful book contains wisdom and magic on every page.
When you're ready to take the next step, it's here for you."

- Seth Godin, Author & Entrepreneur

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INNOVATION STARTS WITH I

happens with **WE,** and has a ***ripple impact*** on our **WORLD.**

As automation increases and our world becomes more feeling-oriented, the need for uniquely human skills is rapidly rising. We're currently in **The Reinvention Revolution** where we're being forced to reinvent ourselves faster and more frequently than ever before.

By future-proofing yourself, you'll be better positioned to do work that matters while maximizing your impact in this noisy, fast-evolving world.

Innovation Starts With I aims to strengthen the human capabilities that matter the most right now, such as **self-awareness, curiosity, originality, empathy, resilience, collaboration, intuition,** and **adaptability**. As a reader, you can expect to walk away with an entrepreneurial mindset, think more like an innovator, and become a better problem solver.

Through Saleema's personal story and insights from interviewing 100 leaders, as well as speaking and facilitating workshops to leaders, innovators, and entrepreneurs around the world, Innovation Starts With I takes you on a journey to proactively reinvent yourself while sharing practical advice on how to increase your influence and level up your impact.



SALEEMA VELLANI IN A SNAPSHOT

EDUCATION

Saleema holds a Bachelor's degree in International Development from **McGill University** and a Master's degree in International Economics and International Relations from **Johns Hopkins University School of Advanced International Studies.** She is fluent in **English, Spanish, Portuguese, French,** and **Italian.**

FOUNDER

Saleema is the Founder and **CEO** of **Ripple Impact**, an accelerator and community that helps entrepreneurs grow their businesses and platforms. At the age of 21, Saleema co-founded and launched Brazil's top-rated language school to finance an orphanage. She later co-founded a leading online translation agency to help companies expand their digital presence globally. She has co-founded seven ventures with three exits.



KEYNOTE SPEAKER

Saleema speaks on innovative leadership, entrepreneurship, and inclusive innovation. She also gave a **TEDx talk** at Texas A&M University on Innovation Starts With I in March 2021.

ADJUNCT PROFESSOR

She is the Adjunct Professor of Social Entrepreneurship at **University Startups**. Saleema also teaches Design Thinking and Entrepreneurship at **Johns Hopkins University** and frequently guest lectures at business schools.

RESEARCHER

In 2017, she co-led an award-winning study at the **World Bank** on addressing food insecurity in conflict-affected countries through climate-smart technologies. She has also contributed to impact evaluations and other research for various international organizations.

AUTHOR

Saleema is the author of **Innovation Starts With I.** She has co-authored **15** publications in international development and evaluation, including Frontier Agriculture for Improving Refugee Livelihoods: Unleashing Climate-Smart and Water-Saving Agricultural Technologies in MENA, and Insect and Hydroponic Farming in Africa: The New Circular Food Economy. She also regularly contributes to **Forbes.**

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Saleema's headshots, photos, and short and long bios can be accessed at saleemavellani.com/about
Follow her journey on linkedin.com/in/saleemavellani/

Q&A AND TIP SHEET

WHY DID YOU WRITE **THIS BOOK?**

Prior to the global pandemic, the World Economic Forum announced that we're in the midst of a Reskilling Revolution. We are actually in a Reinvention Revolution where we are needing to reinvent ourselves faster and more frequently than ever before. Whether you're an entrepreneur or an intrapreneur, or aspire to become one, it's becoming increasingly important to have an entrepreneurial mindset—to think like an innovator. I wrote this book to help entrepreneurs and leaders successfully navigate the Reinvention Revolution by developing the twelve Future-Proof Capabilities needed to thrive in the post-COVID era.



WHAT MAKES THIS **BOOK UNIQUE?**

This book isn't just an ordinary book. I interviewed 100 leaders and entrepreneurs, facilitated design thinking workshops globally, and created several tools and frameworks to help readers innovate themselves and their businesses. The book also follows the I, WE, WORLD framework in terms of structure and voice and includes personal stories from my experience working around the world.



WHY IS THIS BOOK **IMPORTANT?**

We don't just need more thought leaders, we need more active leaders. Innovation Starts With I will spark innovative ideas and inspire you to get back into the trenches in order to make a lasting impact.

WHO IS THIS **BOOK FOR?**

Part self-help and part business, this book is for people who are seeking to increase their influence and maximize their impact while boosting their personal and professional growth.

PRAISE



"We're moving towards times of greater and faster transitions and challenges. I love what you say in Innovation Starts With I—the same applies to leadership."
- Arianna Huffington
Co-Founder, The Huffington Post | Founder and CEO, Thrive Global

"Reinventing oneself is a critical new skill to have in a post-pandemic world. This book beautifully introduces new frameworks designed to help us reimagine our lives in a new normal. The I, We, World concept in the Ripple Impact Framework is a powerful way to assess our capabilities as we design a more meaningful life."
- Farouk Dey
Vice Provost for Integrative Learning and Life Design, Johns Hopkins University





"This book is filled with vivid images and insights to spark ideas. It might just help you see the world—and yourself—differently."
- Adam Grant
#1 New York Times Bestselling Author, Think Again | Host of the TED podcast, WorkLife

"At first glance, you might feel you know this topic. But just a few pages in, you'll realize Professor Vellani brings an original view to innovation: authenticity, originality, hybridpreneurship, and more. I either learned or felt validated by her concepts page by page."
- Bracken Darrell
CEO, Logitech





"Innovation Starts With I captures both energizing inspiration and practical guidance from so many insightful, innovative leaders—including Saleema Vellani. It is a valuable guide for those of us who deeply believe innovation and entrepreneurship are among our most powerful tools for a better future."
- Doug Galen
Co-Founder and CEO, Rippleworks Foundation

"This beautiful book contains wisdom and magic on every page. When you're ready to take the next step, it's here for you."
- Seth Godin Founder
AltMBA | Author, This is Marketing



SIGNATURE KEYNOTES

Saleema regularly delivers interactive keynotes globally both live and on the virtual stage.

INNOVATIVE LEADERSHIP

HOW TO INCREASE YOUR INFLUENCE AND IMPACT



Are you passionate about making an impact but feel distant from those you're actually meant to serve? Increasing your influence doesn't have to be hard if you learn to show up in the world as the leader you're meant to be instead of trying so hard to fit into someone else's idea of how you should be.

You'll learn:

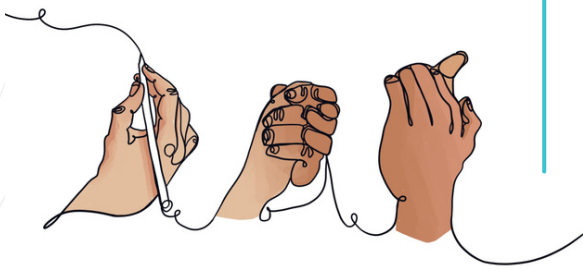
- How to cultivate authenticity through your unique personality and life story to serve the needs of multiple stakeholders.
- Gaining an appreciation of how your interior condition serves as a foundation for intentional leadership
- Learning innovative leadership tools that create the conditions to move from vision to action in extraordinary new ways.

INCLUSION AS A CATALYST FOR INNOVATION

Inclusive leaders create innovative, dynamic workplaces with human-centered policies where employees feel connected to and supportive of one another, and where diverse groups advance and thrive. Diversity, inclusion, and belonging has a profound impact on overall team productivity and innovation.

You'll learn:

- How to develop diversity self-awareness
- How to empathize and learn from those we have the least in common with
- How to build resilience and embrace divergent thinking and failure



INNOVATION STARTS WITH I



Innovation isn't just about having the best idea to solve the world's most pressing challenges. Nor is it just about technology. It's about being human. It's about putting existing things together in new ways to create value. We need to redefine innovation—it's an overused word whose meaning has been diluted, yet having an innovative mindset is one of the most important 21st-century skills.

You'll learn:

- The most important leadership skills as we enter the Future of Work
- How to build more authentic relationships with those around us
- How to ignite an innovative mindset through tools to develop self-awareness, empathy, and resilience.



SALEEMA'S SPEAKING FEES

Live Keynote	Virtual Keynote
$15000	$10000
(excluding business travel)	

Want Saleema to speak at your event? Send us an e-mail at **requests@rippleimpact.co**

BOOK PACKAGES

For a limited time, Saleema is offering **bulk ebook packages** for her **2022 virtual book tour.**

CATALYZE PACKAGE
$5000
500 ebooks

- Virtual Keynote
- Graphics to help promote your event
- Customized article sharing key messages for your organization
- 1-minute video teaser

IGNITE PACKAGE
$3000
250 ebooks

- Virtual Fireside Chat
- Graphics to help promote your event

SPARK PACKAGE
$1000
100 ebooks

Hardcovers and paperbacks are available through custom orders by contacting requests@rippleimpact.co

Shipping available worldwide. Prices are in USD.
Custom branding is also available upon request, including for ebooks.

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- SALEEMA VELLANI

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POTENTIAL QUESTIONS TO ASK SALEEMA

1. You started writing this book in 2014 and took a 5 year pause. What's the real story?
2. How do you define hybridpreneurship? Why should we become hybridpreneurs in order to future-proof ourselves?
3. **What advice do you have for people who are in the process of reinventing themselves or their businesses? Why are business models a matter of survival?**
4. Why should we start with "what" and not "why" when we're trying to find our sweet spot?
5. What exactly is the Reinvention Revolution and how do we set ourselves up to thrive in it?
6. How did you leverage the 100 Coffee Challenge in your author journey?
7. You speak five languages fluently. How did you become a polyglot?
8. **What inspired you to travel the world to engage with entrepreneurs in different countries as part of your book research process?**
9. Why do we need to focus on becoming active leaders first instead of thought leaders?
10. What are some of the insights that impacted you most from your 100 book interviews?



FAVORITE STORIES TO DISCUSS

- **The major lifequake:** Getting fired to a severe house fire
- **Self innovation:** The Eat, Pray, Self-Love trip around the world
- **Innovating during crises:** Language school in Brazil to a translation business in Italy
- **Prioritizing our impact:** The birth of Ripple Impact

FAVORITE TOPICS TO DISCUSS

The Reinvention Revolution • Active Leadership
Strategic Positioning • Authentic Storytelling
Finding Your Sweet Spot • Hybridpreneurship
The 12 Future-Proof Capabilities

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When scaling from **WE** to **WORLD,**
often it's not about doing more in terms of variety.
More often, it's about doing less
-iterating and focusing-
while impacting more people.

We don't just need
more thought leaders.
we need more
ACTIVE LEADERS.

Fear of failure can stop you from achieving your **greatest successes and biggest breakthroughs,** because **failure is an opportunity** for **learning and growth.** You need to analyze not only the failed outcome but also the failure itself.

The future of work is being able to **master juggling multiple hats** —and all the hats **need** to **align with your vision.**

Our ability to **influence accelerates when we amplify others.**

Storytelling is about **designing the stories** we need to **live tomorrow** so we can position ourselves **to attract opportunities** that will accelerate us onward.



Despite **technological advances** business continues to be a *game* of *relationships*. The **combination** of **authenticity** and **empathy** allows us to identify **key pain points** that drive innovative ideas.