

GAIL NICHOLS

INNOVATION KEYNOTE SPEAKER FOR COLLEGE BUSINESS SCHOOLS

I work with business schools that want student innovators to make smarter decisions and build more viable ventures.

FROM IDEA TO IMPACT™ — **PREPARE STUDENT INNOVATORS TO MAKE SMARTER DECISIONS**

A PRACTICAL PROGRAM

From Idea to Impact™ brings students inside the real decisions, setbacks, and turning points behind a pioneering company. The program challenges them to test assumptions, uncover the question that could change the decision, and choose the next viable step before committing more resources.

STUDENTS LEAVE READY TO

- **CHALLENGE** assumptions that can derail promising ideas.
- **IDENTIFY** the critical question that could change the decision.
- **DEFINE** the evidence needed before committing more resources.
- **CHOOSE** a practical next step toward a more viable venture.

REAL-WORLD EXPERIENCE

Gail co-founded Willow CSN, a pioneering virtual call-center company that challenged conventional thinking, overcame technical and investor barriers, and ultimately led to a $41.5 million acquisition.

- Smithsonian Computerworld Award
- Work opportunities for people with disabilities
- Lessons from real-world breakthroughs

THE QUESTIONS WE ASK CAN CHANGE THE DECISIONS WE MAKE AND THE IMPACT WE CREATE.

WHY STUDENTS ENGAGE

- A true entrepreneurial story with surprising turns
- Candid lessons from costly choices
- A hands-on exercise for their own idea
- A framework for better decisions

ADVANCE PRAISE FOR THE NEXT VIABLE STEP FORTHCOMING BOOK

"A book I wish I'd read before entering the private sector—and one that should be part of the curriculum of every business education program."

— Brian Nichols, technology entrepreneur and former research scientist

IDEAL FOR

- Entrepreneurship centers
- Business school speaker series
- Student incubators and accelerators
- Pitch competitions
- Entrepreneurship and alumni events

EARLY READER OF THE NEXT VIABLE STEP

"I believe you have hit all the high points. It was an adventure."

— Gord Pritchard, manuscript reviewer

FLEXIBLE FORMATS

30-minute keynote

45-minute interactive session

60- or 90-minute workshop

Virtual program

WATCH GAIL SPEAK

Scan or click to experience Gail's speaking style.

Speaker preview

INDUSTRY PERSPECTIVE

"Richard positively influenced my career and my success in many ways."

— A.D. (Tony) Malizia, CEO, ADM Stainless Inc.

BRING FROM IDEA TO IMPACT™ TO YOUR CAMPUS

GailNichols.com • hello@gailnichols.com • 305-807-2725 • Check Gail's availability