

GAIL NICHOLS

PROFESSIONAL SPEAKER • STRATEGIC INNOVATION ADVISOR

FROM IDEA TO IMPACT™

**Why Great Ideas Get Stuck.
How to Move Them Forward.**

*Helping audiences turn promising ideas into clearer decisions,
smarter next steps and meaningful action.*



THE WRONG DECISION CAN COST THOUSANDS. INDECISION CAN COST YEARS.

A PRACTICAL, STORY-DRIVEN PROGRAM

Many people have an idea for a product, service, business, or workplace improvement - but do not know what to do next. Should they protect it, research it, build it, test it, or find a partner?

Drawing upon her experience co-creating and commercializing the pioneering virtual call-center company Willow CSN, Gail reveals the decisions, setbacks, and turning points behind a multimillion-dollar acquisition - and gives audiences a practical framework for turning promising ideas into smarter decisions and meaningful action.

YOUR AUDIENCE WILL LEAVE READY TO

- ◆ VALIDATE the problem before falling in love with the solution.
- ◆ REDUCE RISK by learning before spending heavily.
- ◆ SEQUENCE EXPERTISE so the right specialist enters at the right stage.
- ◆ NAVIGATE the Innovation Journey Framework™ from idea to impact.
- ◆ MOVE FORWARD with greater clarity, confidence, and less avoidable risk.

FLEXIBLE PROGRAM FORMATS

30-minute keynote • 45-minute interactive program

60-minute workshop with practical exercise and Q&A

Extend the Impact: Innovation Readiness Assessment™

• Innovation Journey Guide™ • Customized Follow-Up

WHY THIS PROGRAM CONNECTS

- ◆ A compelling entrepreneurial story with unexpected turning points
- ◆ Practical lessons drawn from real decisions, mistakes, and breakthroughs
- ◆ A simple exercise audiences can apply immediately to an idea of their own

**WATCH GAIL
SPEAK**



**SCAN OR CLICK TO
WATCH**

REAL-WORLD AUTHORITY

- Co-creator of Willow CSN, a pioneering virtual call-center company
- Helped create employment opportunities for hundreds of people with disabilities
- Willow CSN recognized with a Smithsonian Computerworld Award
- Company journey culminated in a multimillion-dollar acquisition
- Former Registered Nurse • Entrepreneur
- Strategic Innovation Advisor

IDEAL FOR

- Association and chamber meetings
- Entrepreneurship and business programs
- Leadership, innovation & professional-development events
- Innovation conferences and corporate audiences

MEET GAIL

Gail Nichols is an award-winning entrepreneur, Strategic Innovation Advisor, and professional speaker.

She transforms hard-earned lessons from building, commercializing, and exiting a pioneering company into practical guidance audiences can use immediately.

Member, Florida Speakers Association.
Immediate Past President, Toastmasters Club Awesome



HELP YOUR AUDIENCE MOVE FROM IDEA TO IMPACT

Book Gail for your next association meeting, business program, leadership event, or conference.

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