

STAGE INTRO

The phone call came with an urgent warning: “Steve Jobs is coming. He’s walking down the corridor toward your office. Shut your door. Now.”

At Apple, when Jobs ran into someone he didn't know, he'd ask what they were working on. Word around the company was that, if he didn't like your answer, you could be out the door that same day. No warning. No second chances. In other words: You'd better have a good answer ready, or you might not have a job at all.

So, whenever Steve was making his rounds, phone calls would race ahead of him through the building—warning people to close their doors and stay out of sight until he passed by.

Our next speaker received one of those warning calls. Steve Jobs was heading in his direction. The message was clear: close your door, keep your head down, and stay out of trouble.

What did he do instead? He opened his door as wide as possible.

That choice to open the door when everyone else was slamming theirs shut captures everything about how Philippe Boulanger approaches innovation.

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He's been awarded multiple patents and launched products that redefined markets. But he also discovered a fundamental truth that changes everything about how we approach innovation: it's people who determine success, teams who become brave explorers, and cultures that inspire true breakthrough thinking.

The question isn't whether opportunity is approaching. The question is: when it arrives, will you have the courage to open the door?

Please join me in welcoming Philippe Boulanger!