



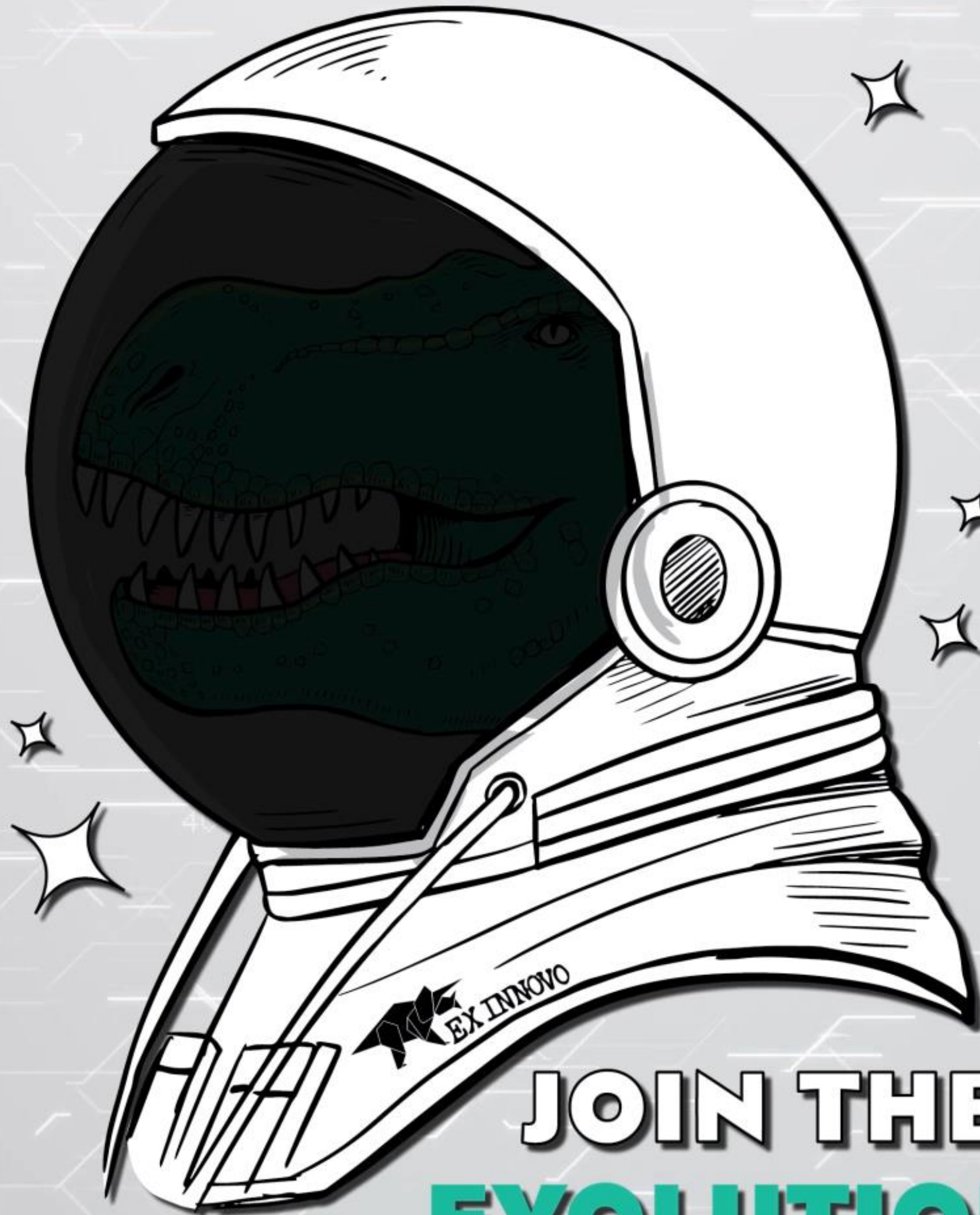
# **Evolve or Die: Unlocking Intentional Evolution for World- Class Innovation and Creativity**

**Tom Triumph**

2025 AGC Technology Conference







**JOIN THE**  
**EVOLUTION**













## LEARN WORLD-CLASS INNOVATION

You've got a lot in common with many of the world-class innovators. Though you might not know it, or perhaps you've forgotten, you have the same capabilities and provide guidance on your path toward a better future.

### AMONG MANY DOZENS OF INSIGHTS:

- How to improve your thinking by MIT Professor Dr. Earl Miller
- How world-class artist Chuck Close punched fear in the face... after suffering a debilitating illness
- How to create hit after hit (like Pixar) from Wharton Professor Kartik Hosanagar
- How a chocolate bar in your pocket can lead to innovation
- How a widowed neighbor taught a young Steve Jobs about teams and work
- How innovation wizard Stephanie Kwolek invented a material five times stronger than steel

**TOM TRIUMPH** helps companies grow by collaboratively helping them with product development, and marketing. Along the way, he's helped them scale. He's been a participant in two technology revolutions and has written many success stories (and some misfires).

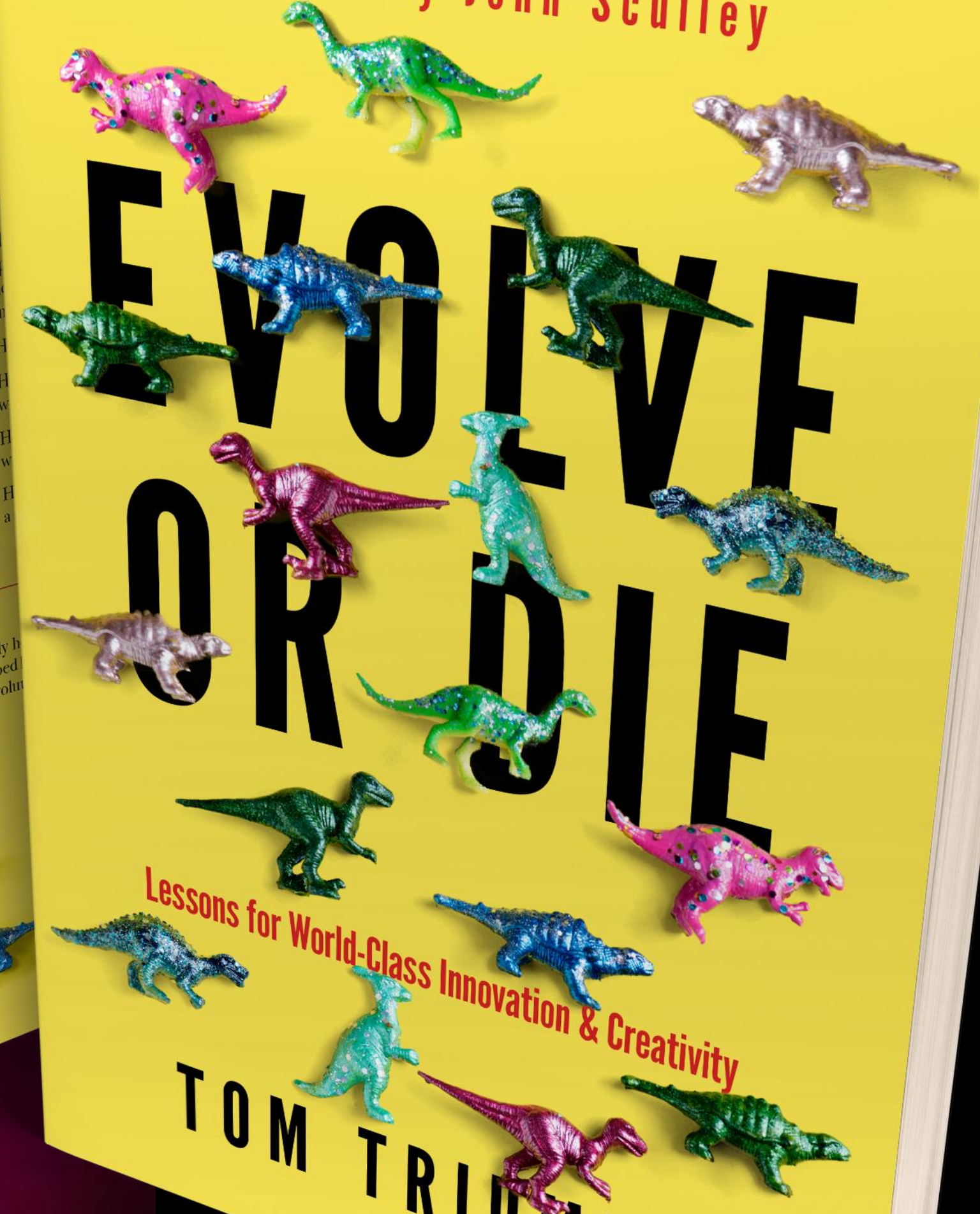


Foreword by John Sculley

# EVOLVE OR DIE

Lessons for World-Class Innovation & Creativity

TOM TRIUMPH









tomtriumph









**“There’s no chance that the iPhone is going to get any significant market share. No chance.”**

**- Microsoft CEO Steve Ballmer**



**“Will struggle to break into the  
mainstream.”**

**-The Guardian**



**“We Predict The iPhone Will Bomb.”**

**-TechCrunch**













# The **Intentional Evolution**<sup>TM</sup> ACCELERATOR PROGRAM

## PROBLEMS

(You may relate to)



Slow Growth



Weak Revenue



Misaligned Teams



Overworked



Lack of Member  
Engagement



Poor Positioning

### WORLD-CLASS MENTORING

### FORMAL ACCOUNTABILITY

### BEST PRACTICES



#### STRATEGIC CLARITY

No amount of  
creativity or  
execution matters if  
there's no clear  
strategic north star.



#### CREATIVE CAPACITY

Businesses need  
fresh  
thinking to solve  
problems and spot  
new opportunities.



#### INNOVATION ENGINE

Creativity alone  
doesn't move the  
needle—ideas must  
be transformed into  
usable innovation.



#### PURPOSEFUL PROGRESS

Without visible  
progress,  
businesses stall—  
even when  
innovation is  
present.



#### EMPOWERED CULTURE

Culture is the  
amplifier—or  
limiter—of every  
other  
zone.

### TRAINING ON TOOLS

### GROUP FEEDBACK

### PERSONALIZED ADVICE

#### THE WHAT

The **Intentional Evolution Program** provides  
the **focus, guidance and accountability** that  
drives business growth.

#### THE PRIZE

**GENERATE REVENUE** and provide more  
meaningful value to your customers.

#### OUR WHY

We exist to help organizations solve  
**meaningful problems and deliver  
meaningful results.**

## PAYOFFS

(Our clients experience)



Robust Expansion



Flourishing Market



Proactive Collective



Sustainable  
Productivity



Enthusiastic  
Participation



Competitive  
Dominance

6 Months



# Intentional Evolution

*Summary Notes:  
Lessons for World-Class Innovation  
& Creativity*

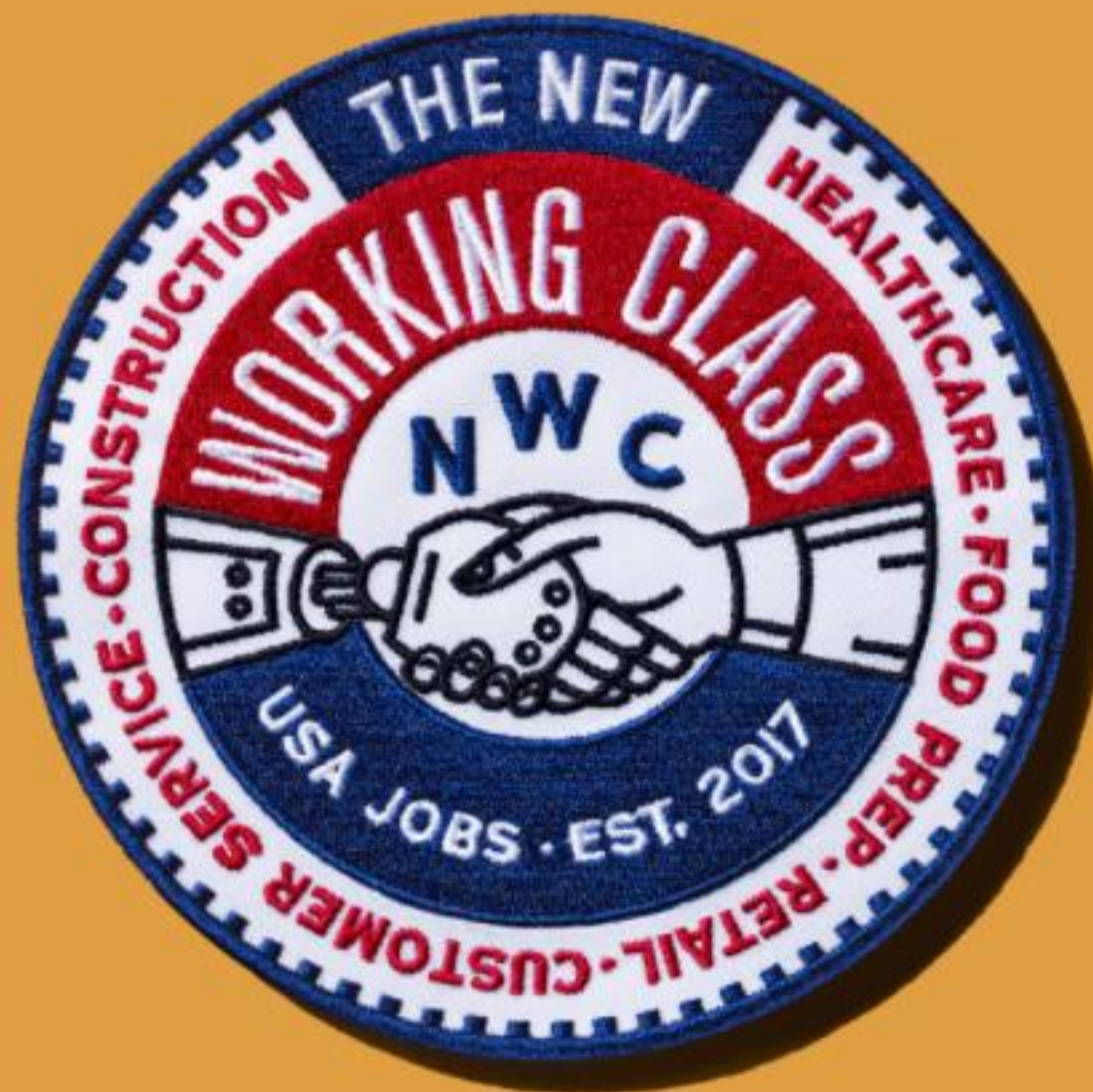
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# DIVISIONS

# OF

# LABOR





# U.S. freelance work

36% → 49%

2020

2025





+

**ROBOTS WILL  
TAKE OVER  
30% OF OUR  
JOBS BY 2030  
— AND WHITE-  
COLLAR JOBS  
AREN'T  
IMMUNE**

*\*research firm McKinsey*



**C H A N G E**



















**Purposeful Progress**  
*establish the foundation*











*“  
Forget about  
perfection; focus  
on progression,  
and compound the  
improvement.*

- Sir David Brailsford



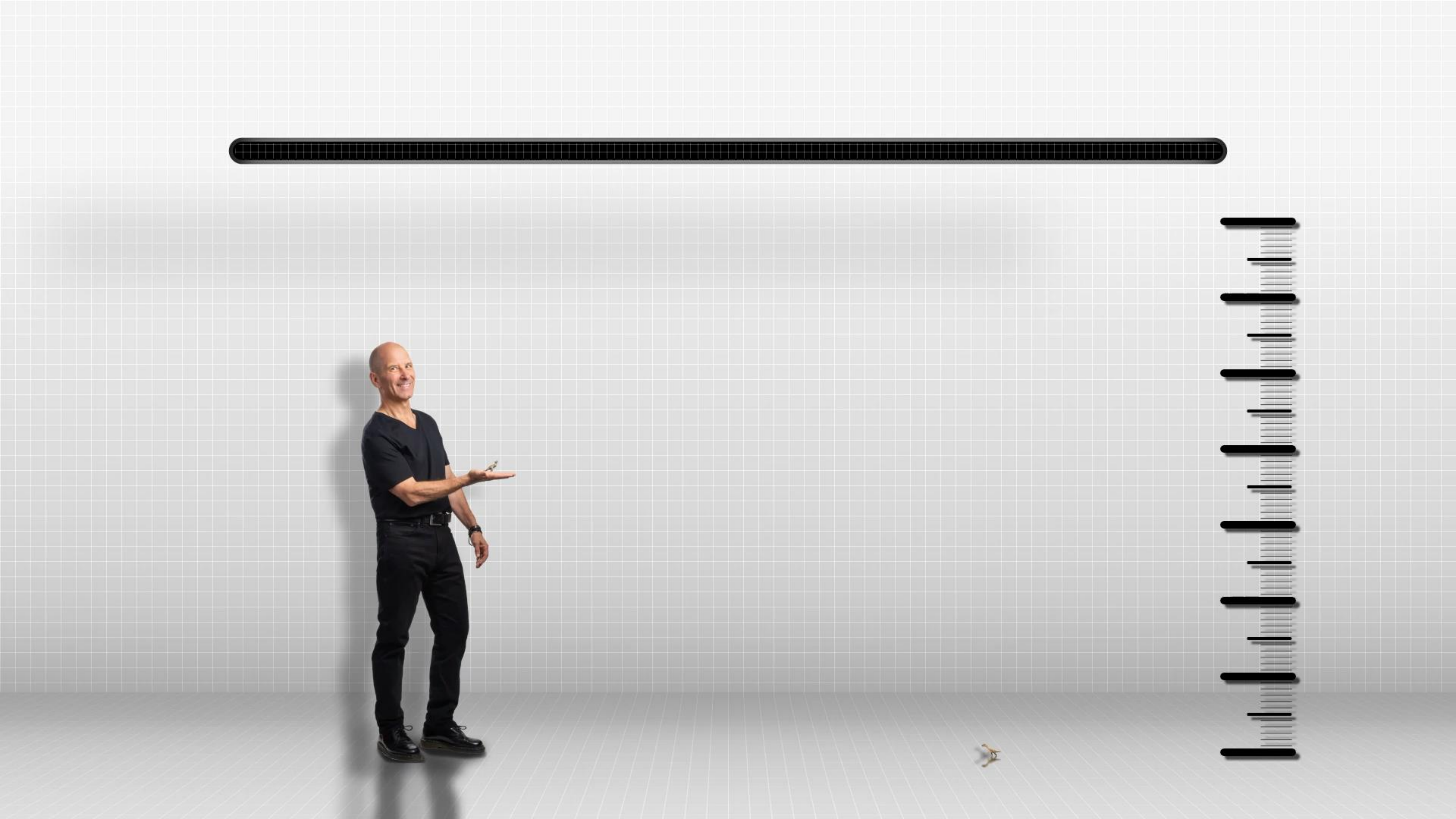


















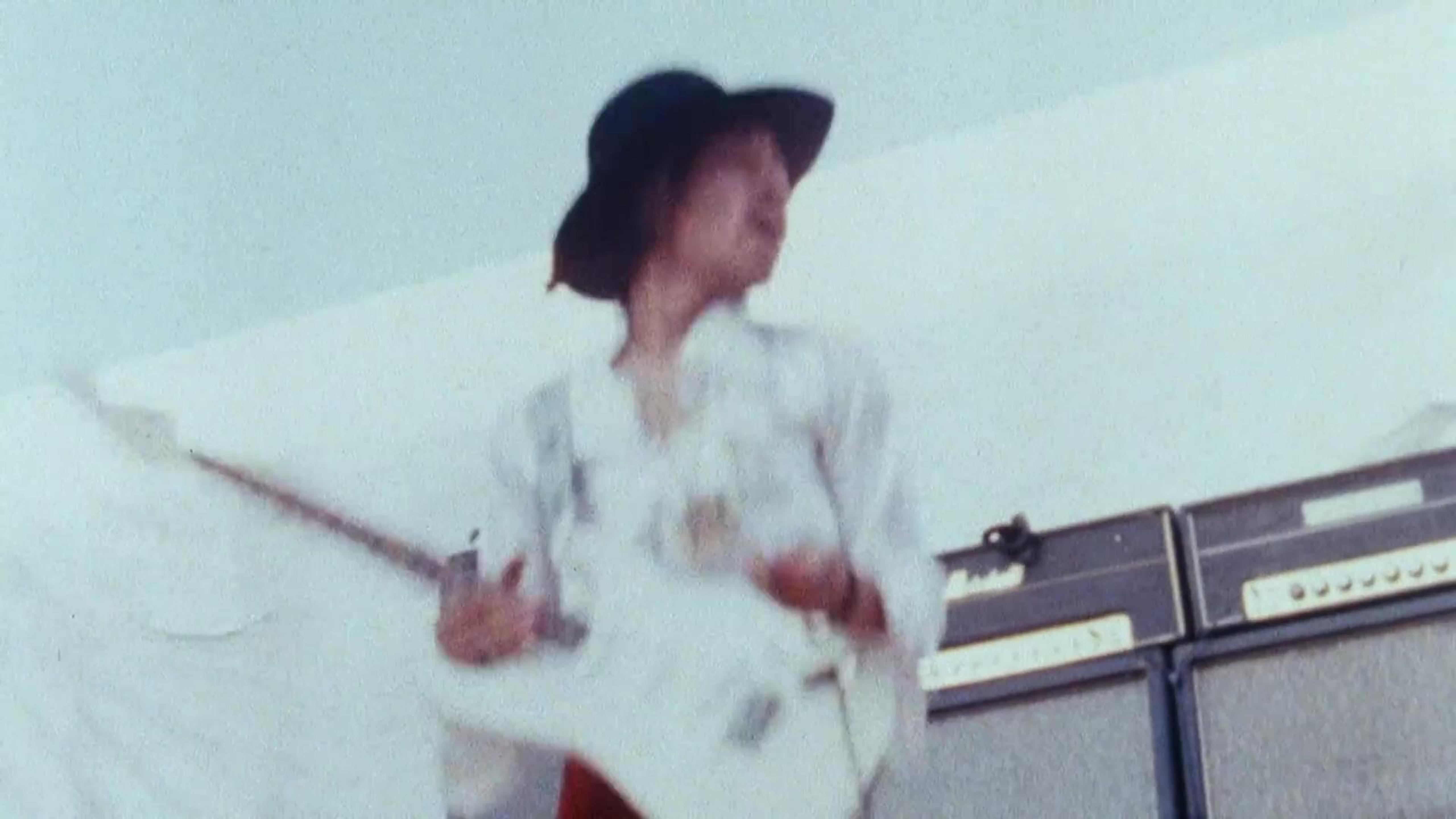
# Creative Capacity

*expand the vision*













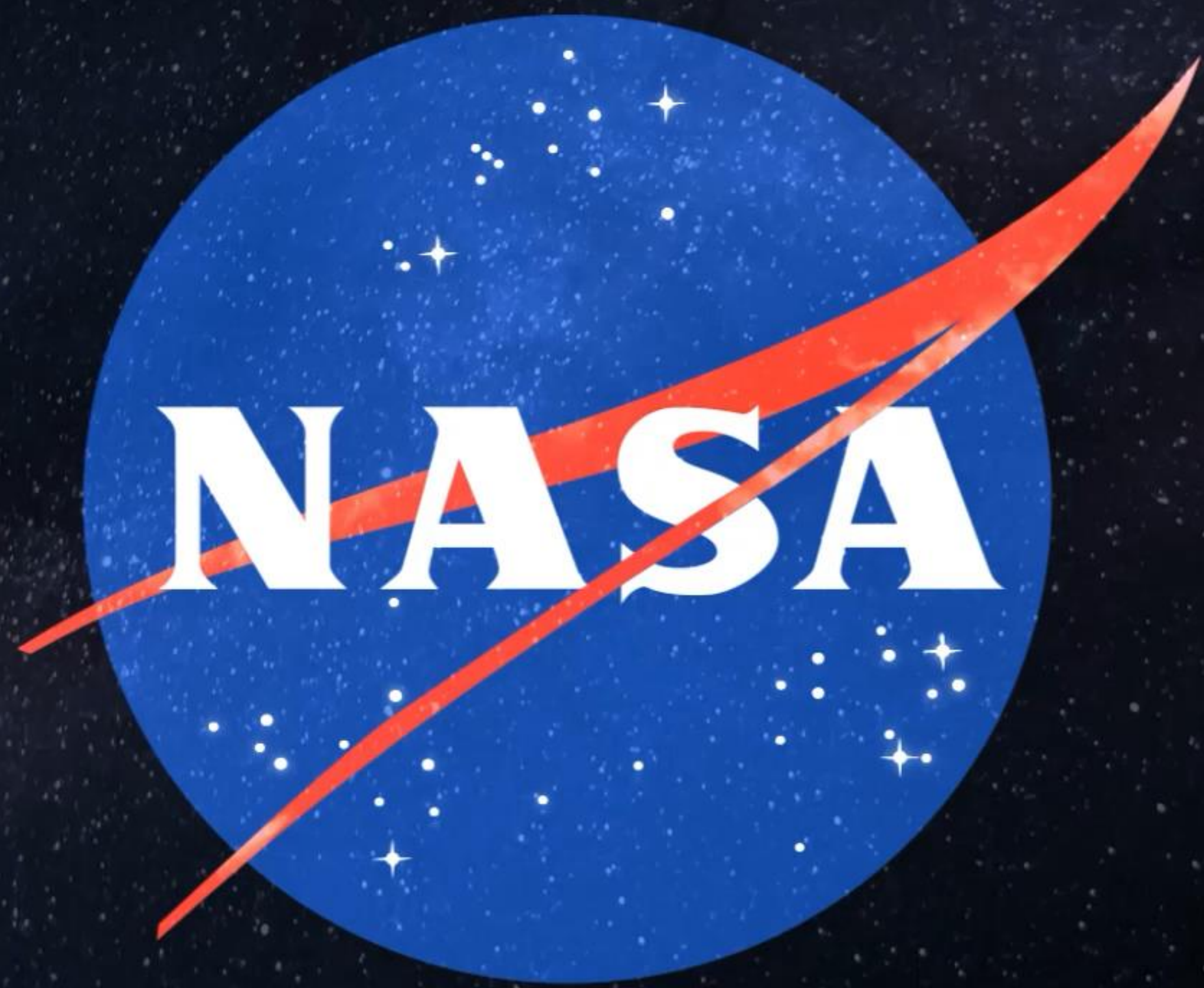




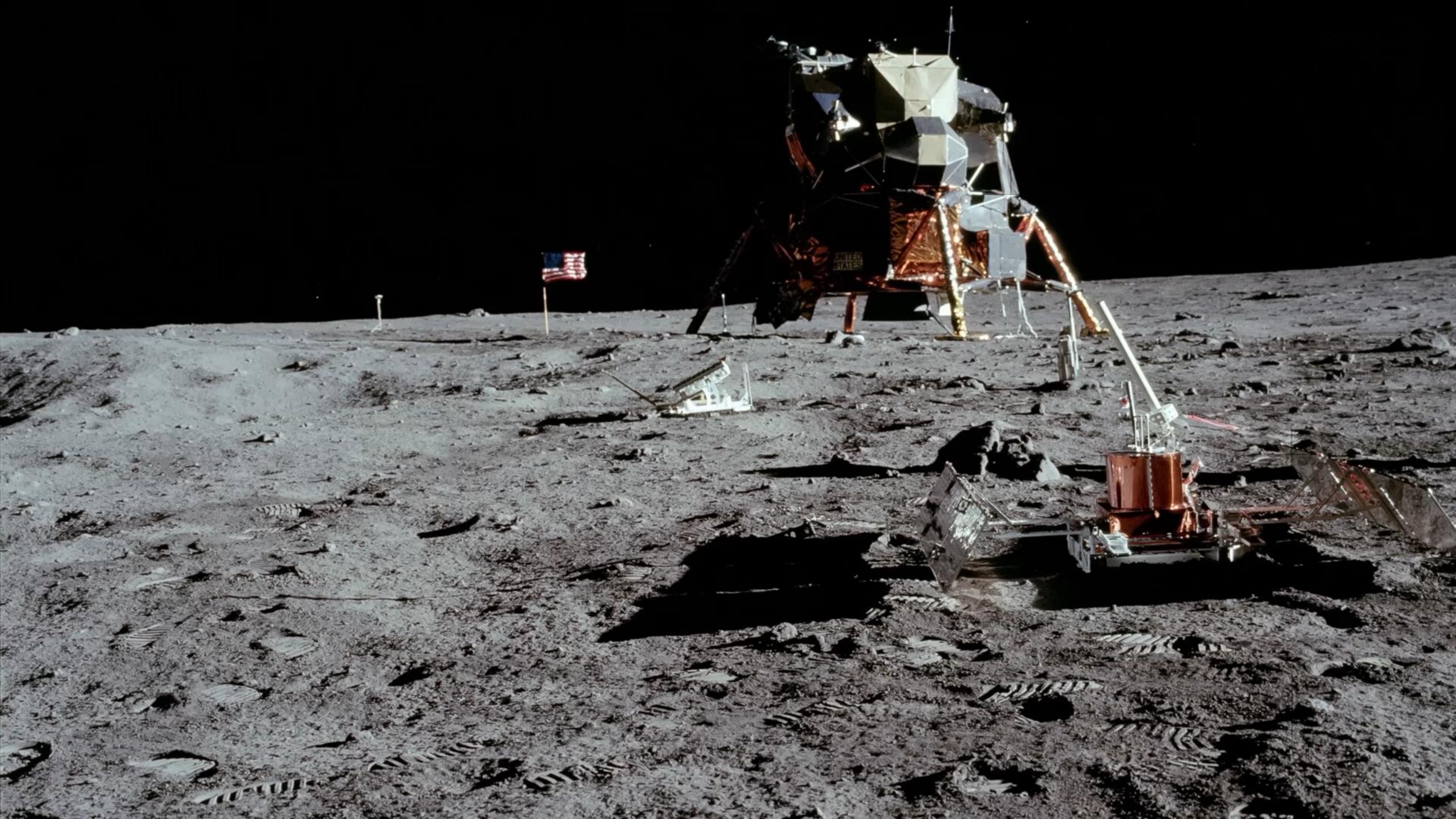


















# Creative Thinking

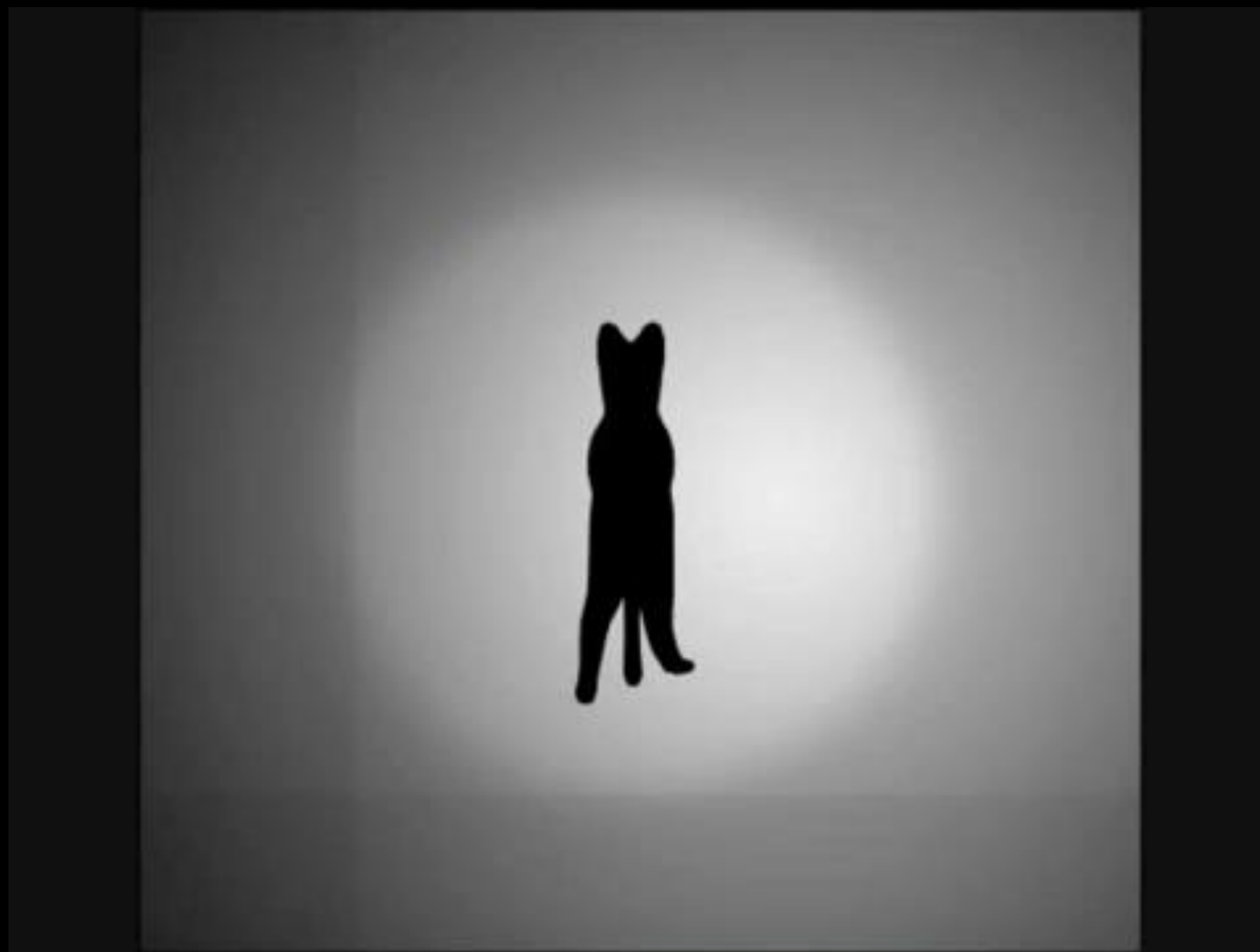






# **Creativity Vision Test**

















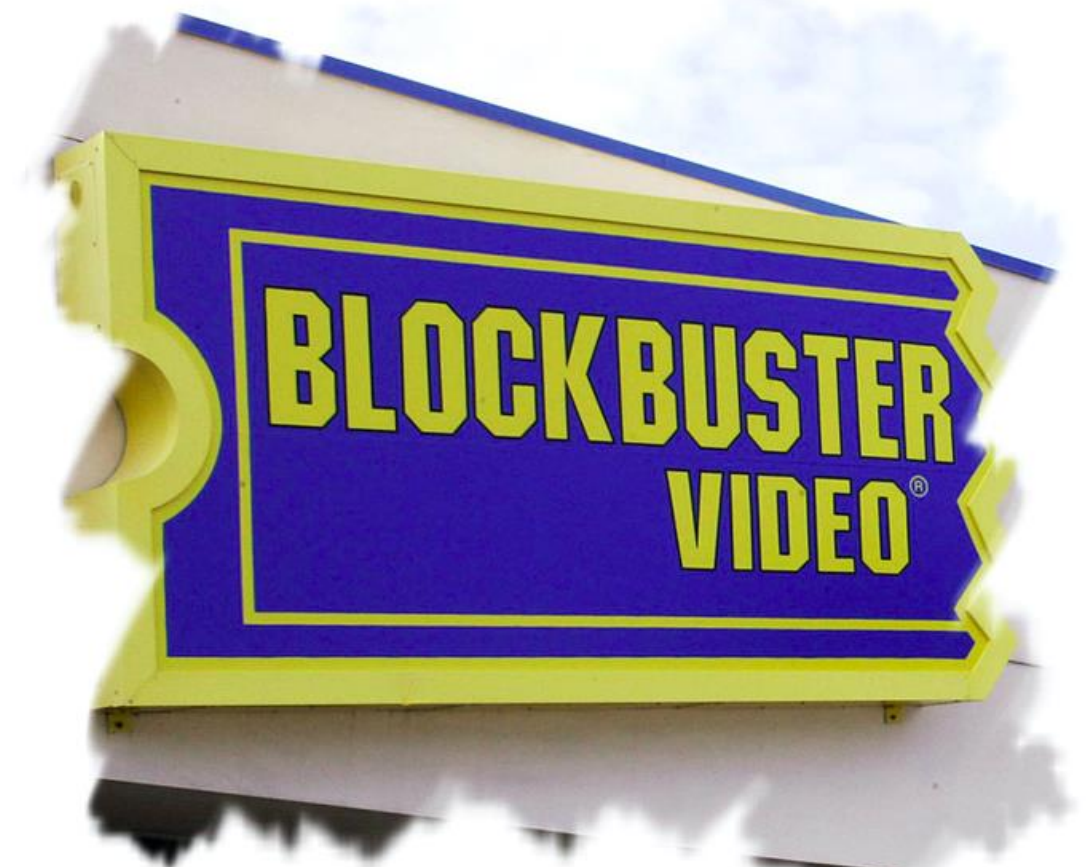
SONY  
make.believe



MOTOROLA



BlackBerry®





How can you  
exercise your  
creativity?



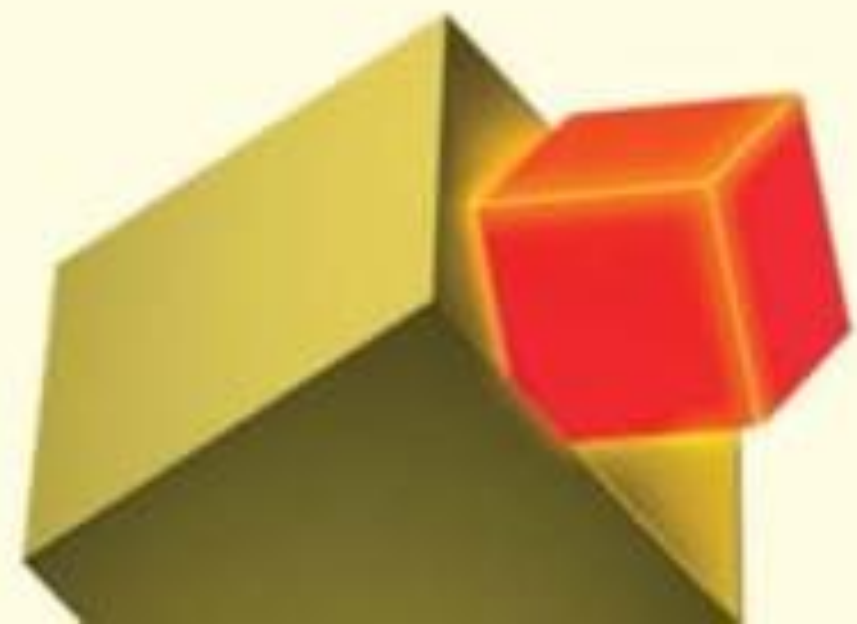
# Dynamic Innovation

*transform & execute*



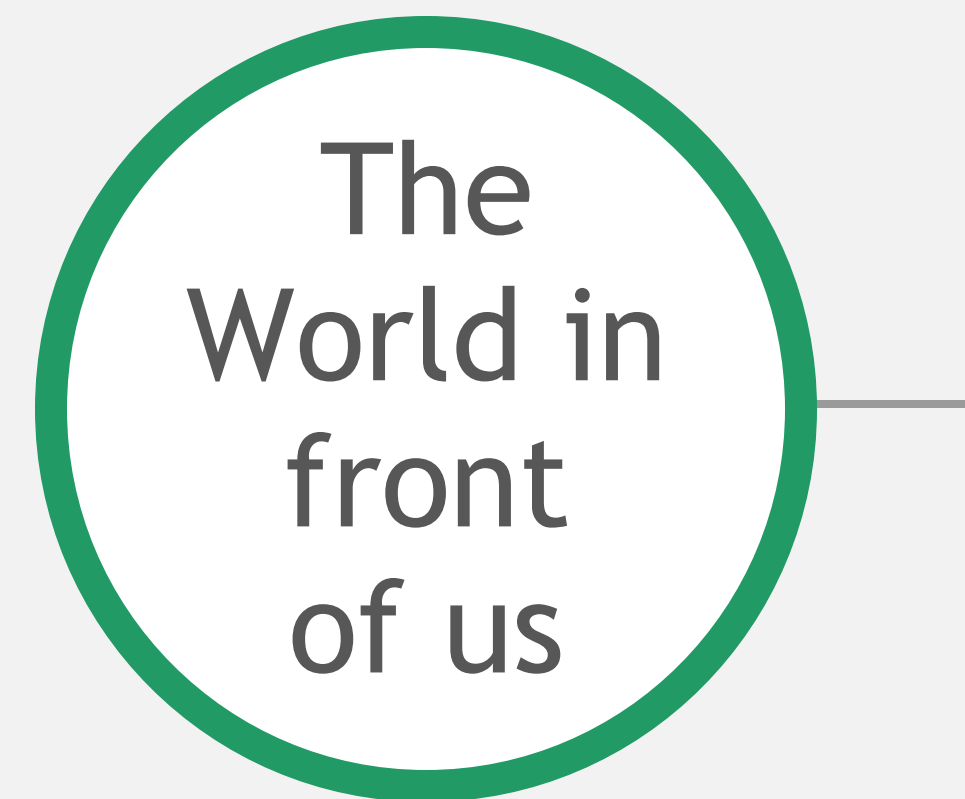
**THINKING**

**IN NEW**



**BOXES**





The society  
we live in

Citizens and their  
needs

Our work

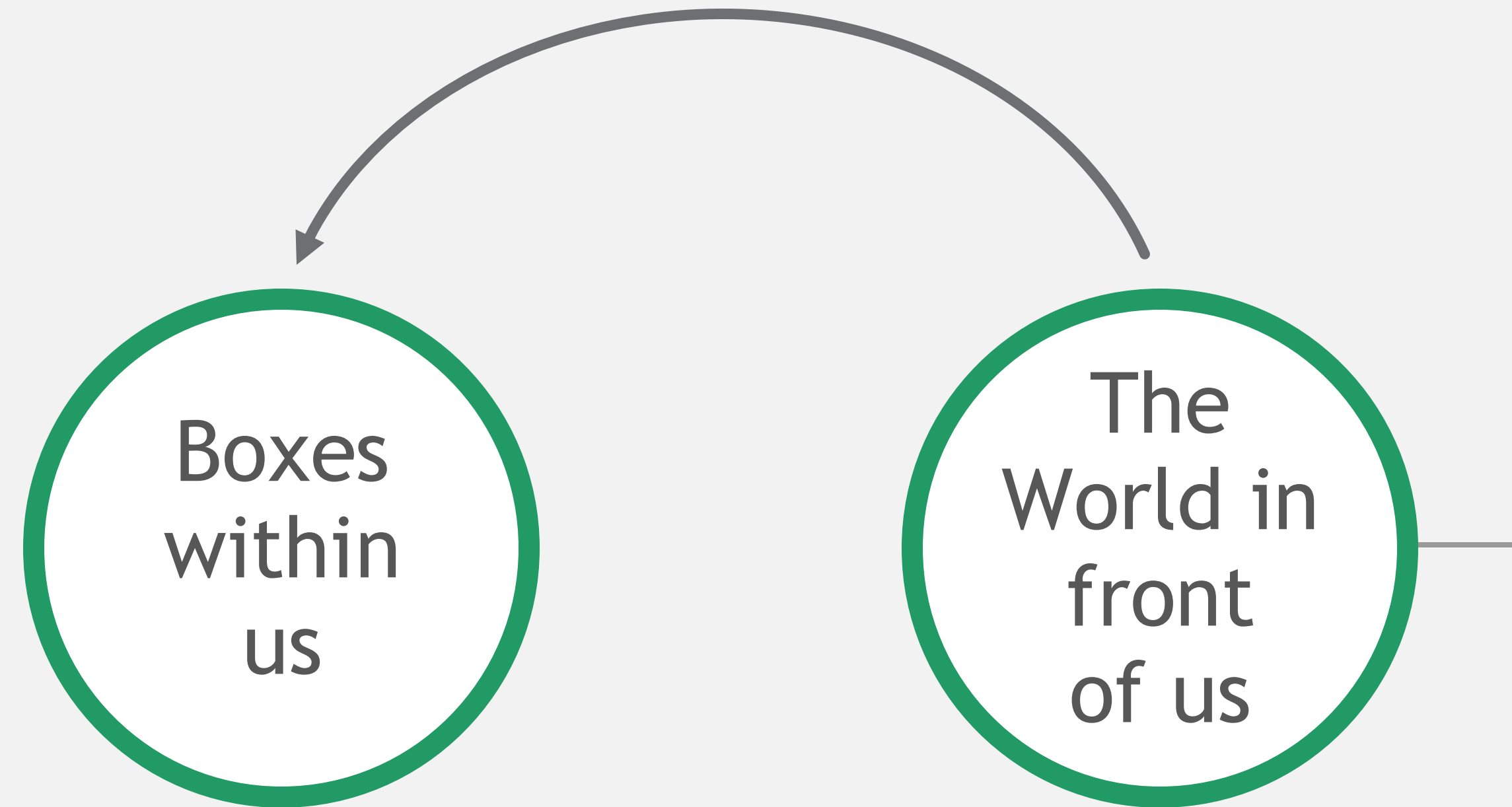
Our department,  
our “products”  
and services

Our teams

Our customers

Etc.





The society  
we live in

Our department,  
our “products”  
and services

Citizens and their  
needs

Our teams

Etc.



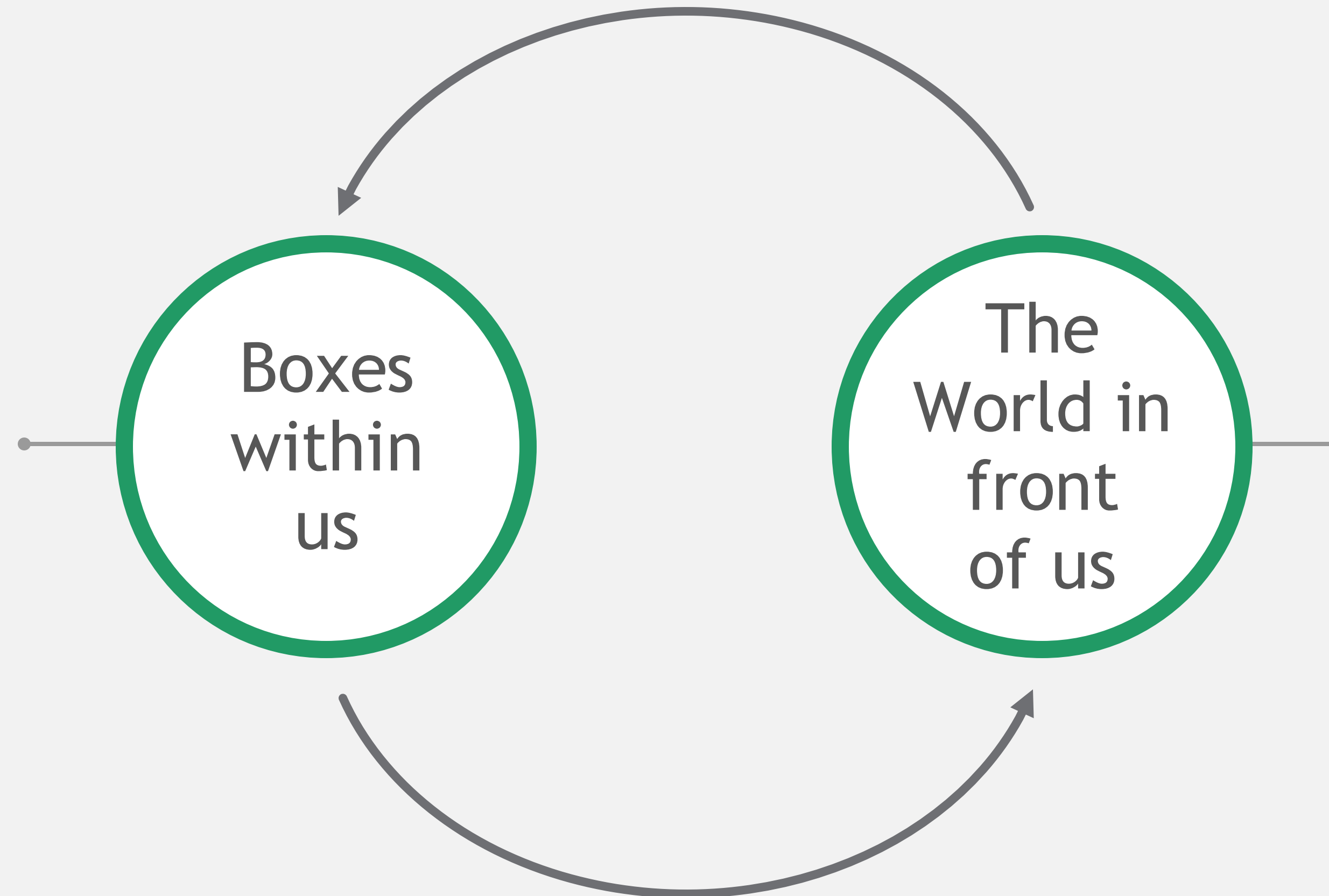
Concepts  
Stereotypes  
Judgments  
Working hypotheses  
Ideas  
Frameworks  
Paradigms  
Mental models  
Etc.



The society we live in  
Our department, our “products” and services  
Citizens and their needs  
Our teams  
Etc.



Concepts  
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The society  
we live in  
  
Our department,  
our “products”  
and services  
  
Citizens and their  
needs  
  
Our teams  
Etc.

















*"Never, ever, think outside the box."*









# PONY EXPRESS

St. JOSEPH, MISSOURI to CALIFORNIA  
in 10 days or less.

➡ **WANTED** ⬅

**YOUNG, SKINNY, WIRY FELLOWS**  
not over eighteen. Must be expert  
riders, willing to risk death daily.

**Orphans preferred.**  
**Wages \$25 per week.**

APPLY, **PONY EXPRESS STABLES**  
St. JOSEPH, MISSOURI

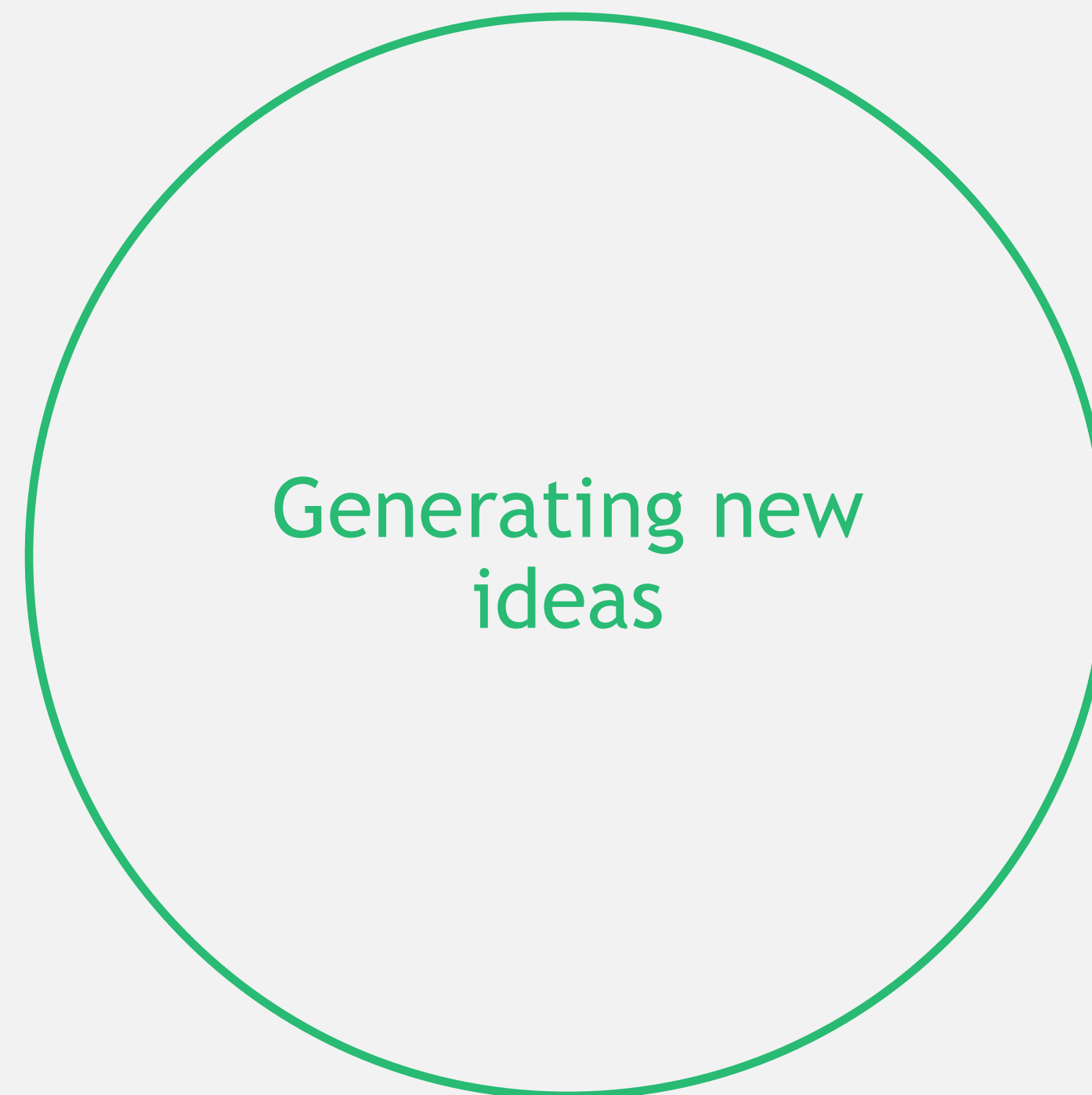
Recruitment poster for  
the Pony Express, c. 1860



# What do we mean by innovation in construction?

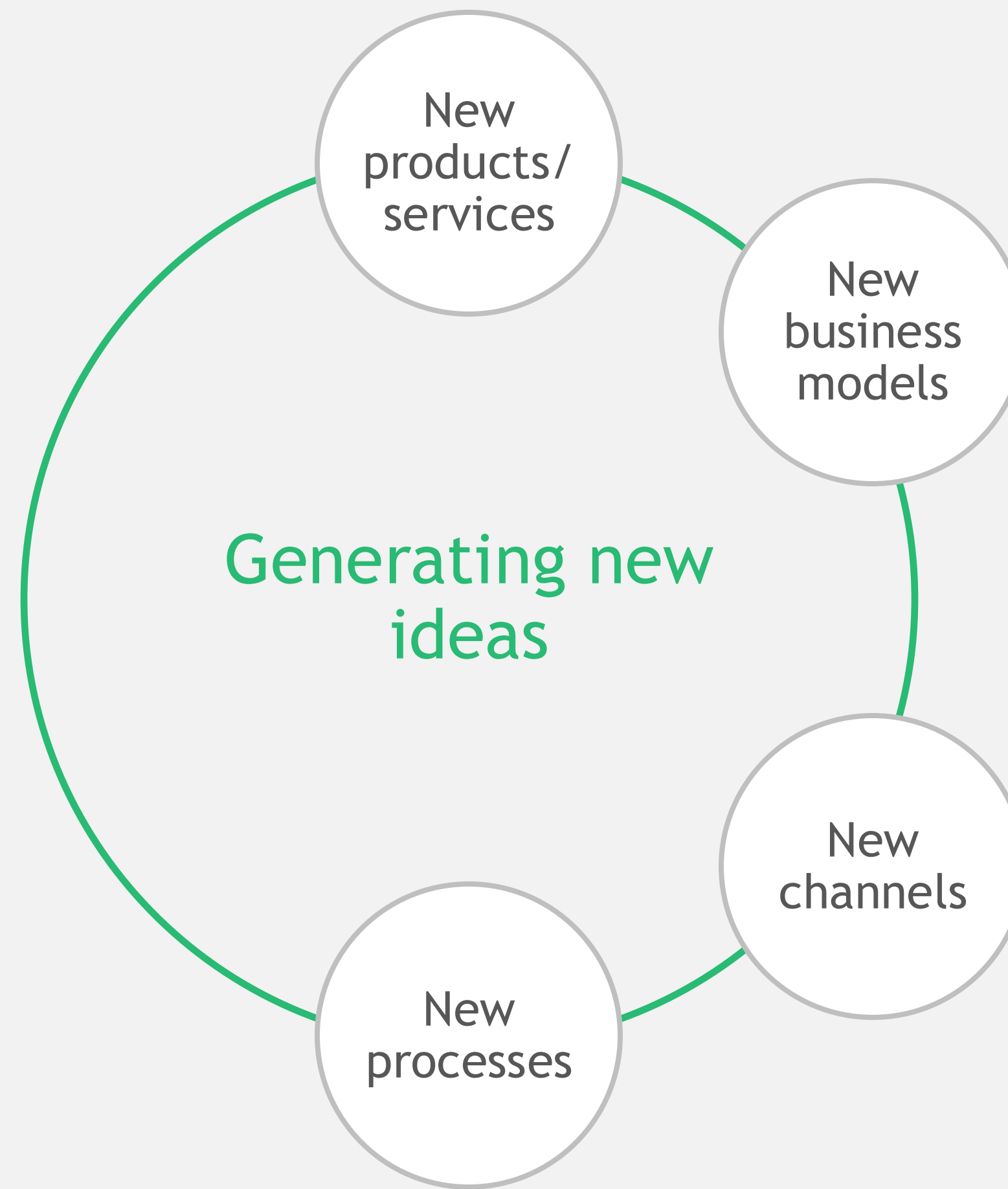


# What do we mean by innovation in construction?



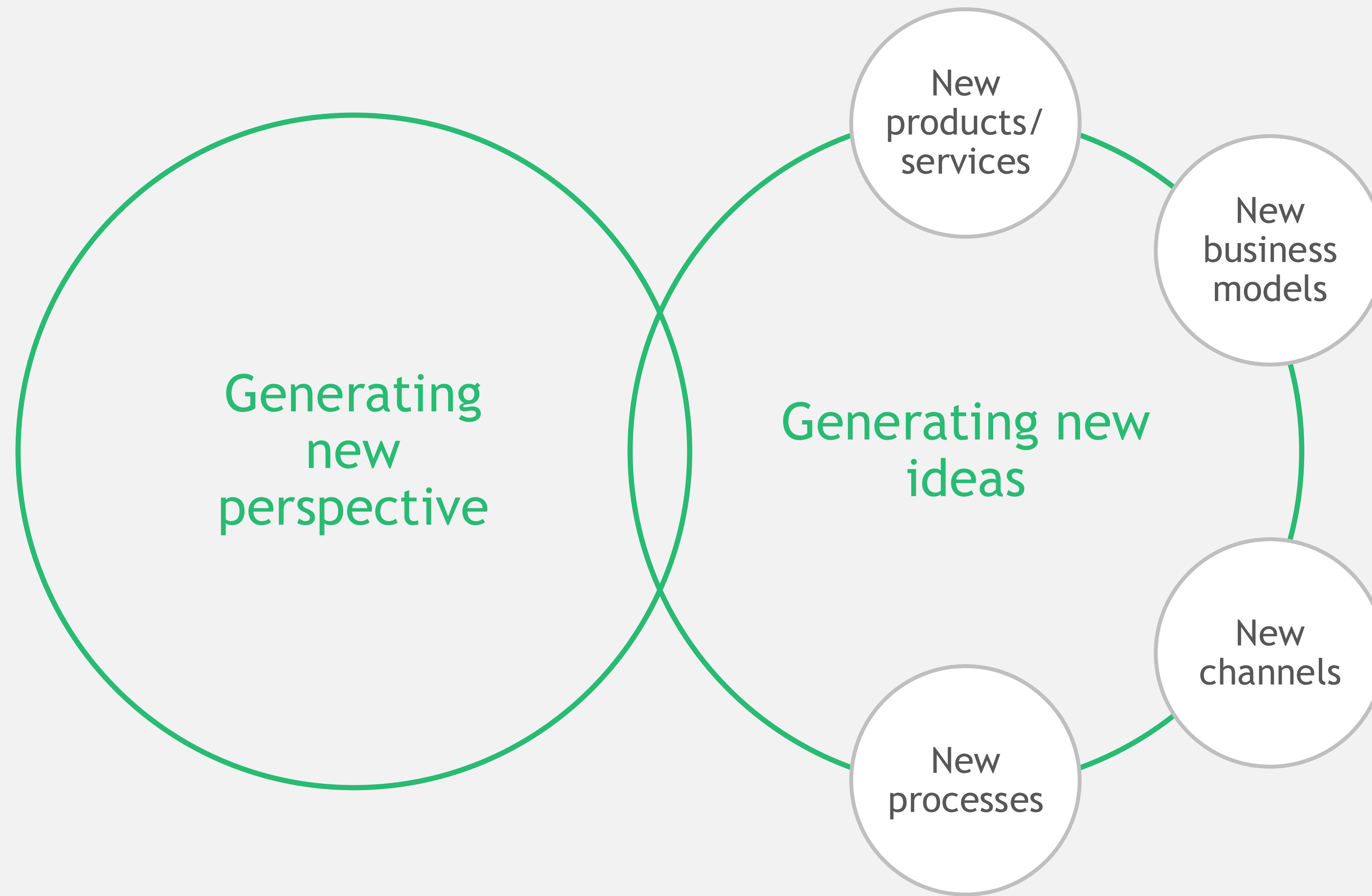


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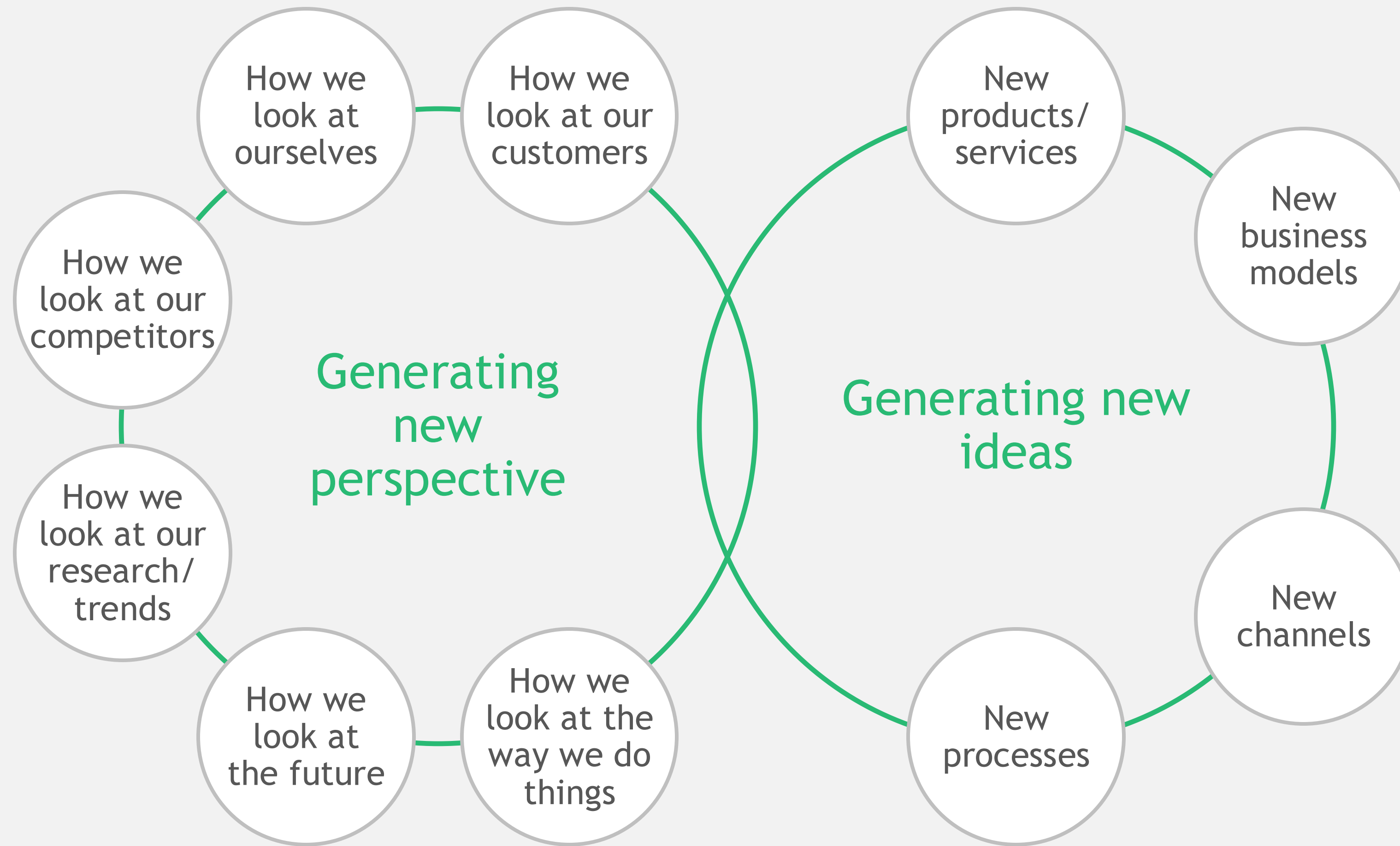


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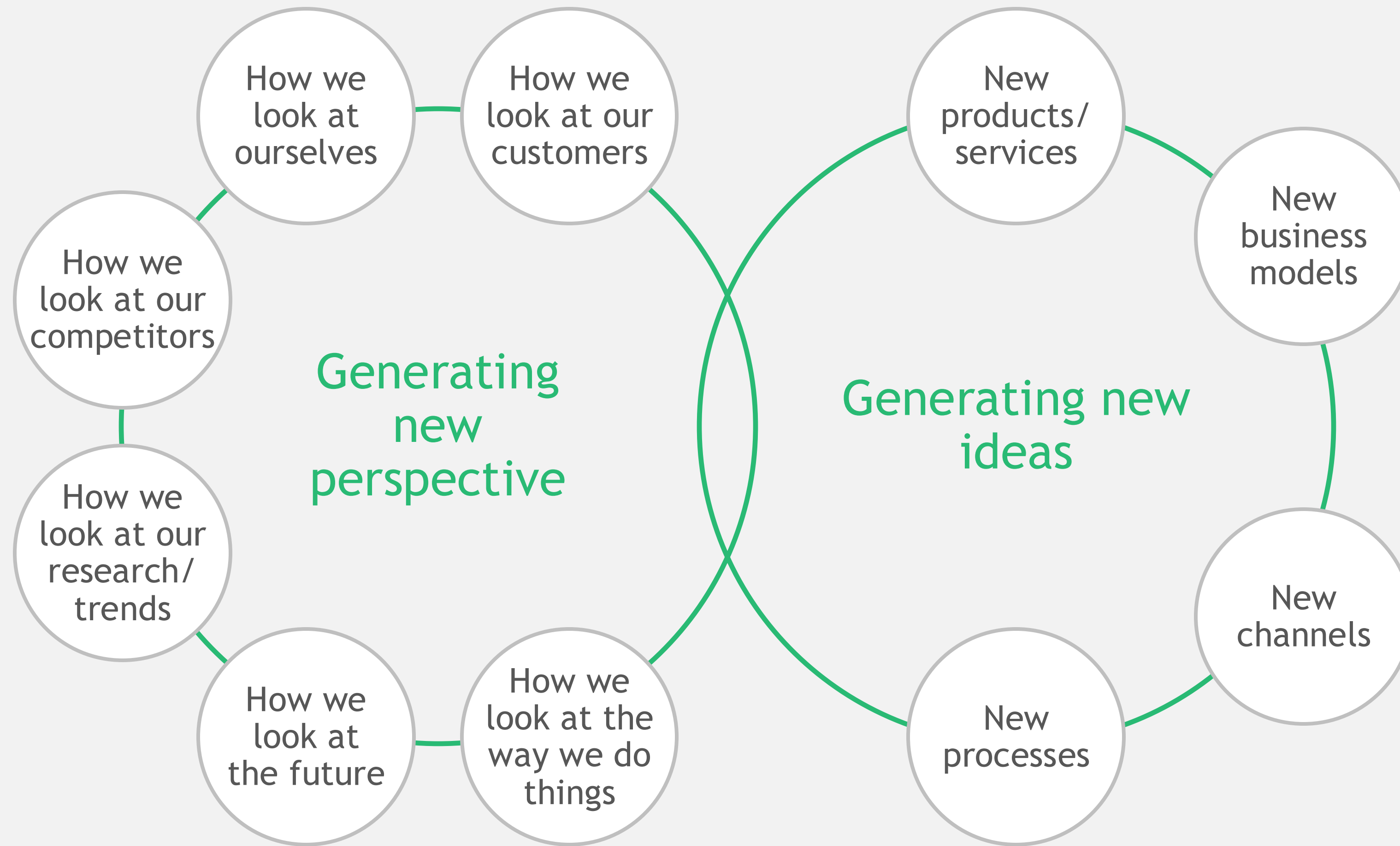


# What do we mean by innovation in construction?





# What do we mean by innovation in construction?



You can have a very successful creative session without a single new idea



Outdated thinking  
**Boxes you in,**  
leaving you unable to spot  
opportunities and risks



RF GP FAT JV F



The first step to  
innovation is to challenge  
your assumptions.



My favorite exercise:  
identifying and  
challenging some of our  
assumptions



3 ways to get  
new  
possibilities on  
the table



7

# Shifting mental models "from - to"





13

Reformulate  
the question





19

# Take a customer perspective





# Empowered Culture

*sustain & scale*



























# Intentional Evolution

*Summary Notes:  
Lessons for World-Class Innovation  
& Creativity*

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# 2 FREE BOOKS



## Turning PRO

Tap Your Inner Power and  
Create Your Life's Work



**STEVEN PRESSFIELD**  
Bestselling Author of *The War of Art*





## Give feedback to Tom

Scan this QR code



Or go to

<https://talk.ac/tomtriumph>

and enter this code when prompted

AGC25



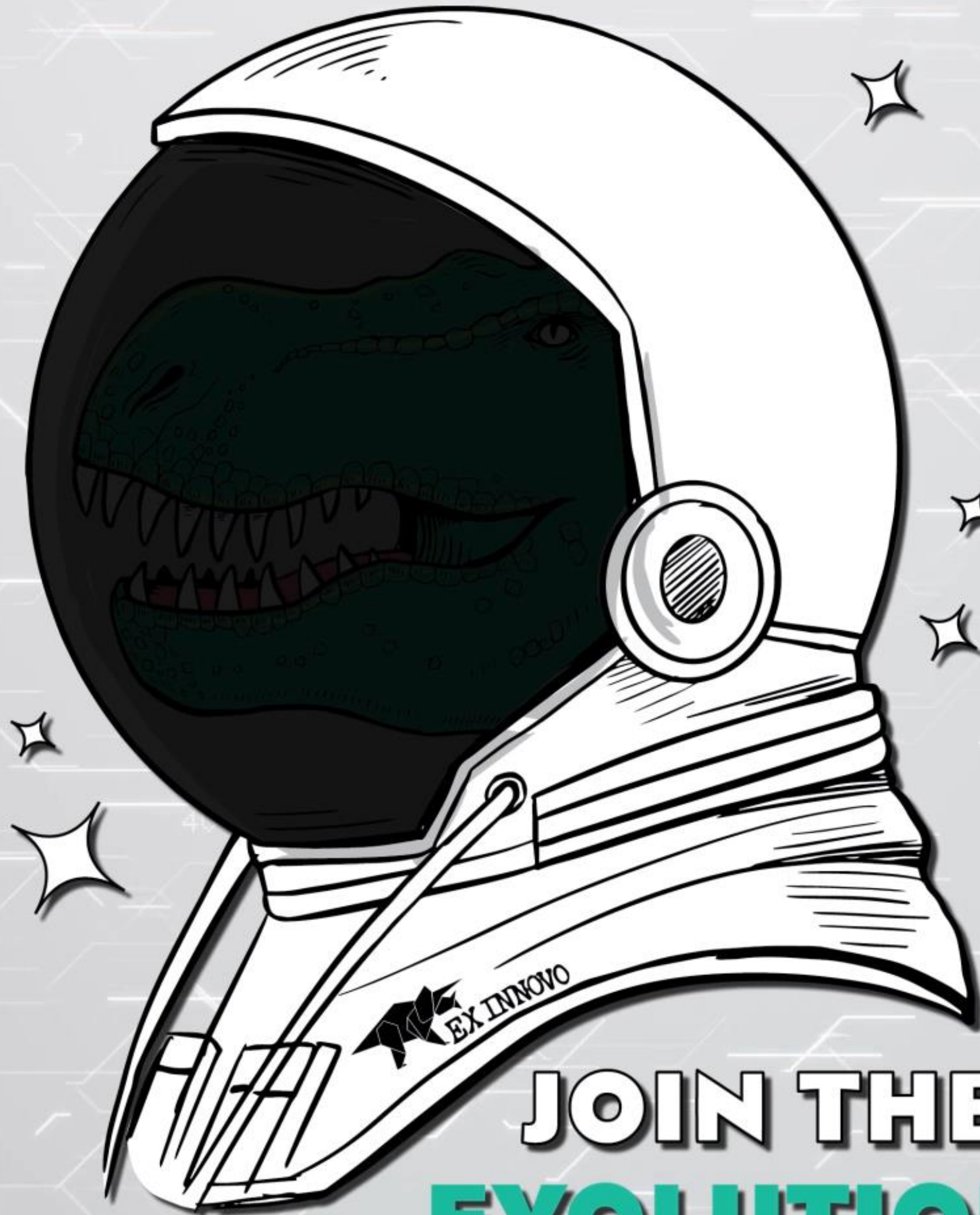
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**JOIN THE**  
**EVOLUTION**