

On Behalf of Steve Shapiro:

I am writing to give Steve Shapiro my highest recommendation as an author and expert in speaking and facilitating working sessions on the topic of innovation -- within a company or for individuals. I have had the pleasure of getting to know Steve over the past year on a professional level through my work. I have witnessed Steve work with teams of individuals on the topic of how to be more innovative and have observed his facilitation, group management and overall stellar speaking and communication skills first hand.

Recognized as an expert in the topic of what makes people and companies innovative, Steve is an innovative person himself. When I met Steve, he was embarking on a cross-country trip. The purpose was to conduct research on his upcoming book about innovative people. Steve's approach to the book was innovative. He decided to crisscross the country and meet with obscure, yet innovative, people -- everyone from a voodoo priest to the head of Intel's information technology group.

Steve exemplifies innovation in his personality and how he approaches life, work and others. I would strongly recommend him to any person or organization looking to instill these attributes in their life or work.

Kind Regards,



Julie Meringer

Vice President, Forrester Research

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617-613-6565



Keeping Boston's Cornellians Connected...

16 March 2007

Stephen Shapiro '86
617 479 1682 direct
617 259 7896 mobile
steve@24-7innovation.com

Dear Steve;

You were truly fabulous at the event last night where you addressed Boston-area Cornell Alumni.

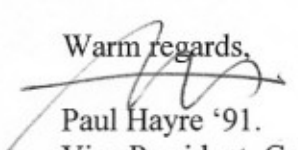
I cannot thank you enough for your generosity and kindness to join fellow Alumni as you did. Everyone (and I spoke with just about everyone afterwards) walked away with new ideas fluttering in their heads and chatted prolifically after we broke from your formal comments. Really impactful event. The "movement" you described is in motion, I believe.

Please let me know how I or the Cornell Club of Boston can be useful to you in the future. I am grateful for how wonderful you have been to work with in pulling off such a grandly successful event.

Lastly, the signed book for me was sweet icing! I wanted to stop by a bookstore and get a few copies to have you sign, but the craziness of the usual goal-filled day prevented me from doing the more fulfilling things I always wish to do (as I more clearly learned last night).

Thanks again and hope to see you soon.

Warm regards,



Paul Hayre '91.
Vice President, Cornell Club of Boston
Chair, Cornell Professional Network
617.290.3348 mobile
pnh4@cornell.edu



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Tarrytown, NY 10591
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Stephen Shapiro
24/7 Innovation Group

Dear Steve:

Thank you so much for a terrific job presenting at last week's CLI Leadership Summit. You were well received and highly rated by the attendees and you were a major contributor to the overall success of the program. In fact you received the highest scores in both the content and presentation skills categories. You were also singled out by several of the attendees as "the best part of the program" which considering the excellent line up of speakers that we had, is quite an accomplishment.

It has been a pleasure working with you throughout the planning process and on-site. Your professionalism and active involvement in preparing for your presentation are much appreciated.

Steve, thank you again for a fantastic job. We hope that our paths cross again.

Sincerely,

Ken Weinberg
Vice President

Craig Lis
Marketing & Communications



CREATIVE EDUCATION FOUNDATION®

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To Whom It May Concern:

Stephen Shapiro was a keynote speaker at the Creative Problem Solving Institute (CPSI) 2006 conference. His talk on June 26, titled "The Goal-Free Way to Unleash Creativity and Passion" exceeded our already high expectations. His presentation was germane to our audience and he did a fine job of tailoring his message to the specific interests of our group.

His presentation was energetic, warm, engaging, entertaining and moving. Several audience members said out loud, "this is so perfect" as he was speaking. When he was done he received a standing ovation, unusual for our group, and he was most friendly afterwards interacting with attendees for some time. His content continued to be referred to throughout the week by those who attended his presentation.

I highly recommend Stephen as a speaker. His message is interesting, positive and full of wisdom, and he delivers it very well.

Regards,

Victoria K. Cliche
Executive Director
Creative Education Foundation



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Dear Stephen,

Thank you very much for kicking off the 2006 ShipServ TradeNet Conference with an inspiring and thought provoking speech on The 7Rs of Innovation, peppered with elements from your Goal-Free Living theories.

Your framework and tools for thinking about innovation gave us an excellent reference point as we attempted to rethink and transform the shipping industry during the conference.

And your engaging and dynamic presentation style have set a new standard for key note speakers for the years to come.

Best regards,



Paul

Paul Ostergaard
Founder & CEO

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ShipServ - One Step Ahead
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Mr. Stephen Shapiro
24/7 Innovation Group
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Quincy, MA 02171 USA

Dear Steve:

Wow! What a day! The feedback from the **SpeedInnovating!**™ Workshop and the keynote speech from the Innovation Center's Annual Meeting held on May 4, 2004, were very well received by our community. Your workshop drew a diverse population of our community from technology leaders to business owners to higher education to non-profit leaders. From the feedback we received from the day's events, it was clear everyone left with tangible kernels and insights that could be immediately applied in their workplace or applied to themselves to become more in touch with their own personal creativity.

The outcomes clearly exceeded my hopes and expectations for the day. I would recommend this workshop and keynote highly as I know the value and application of the concepts and ideas for our participants was particularly beneficial to the challenges they face in the marketplace.

It goes without saying, but it is also obvious that your passion, commitment, and dedication to exceeding your client's expectations are very much a part of what you bring to an engagement. This authenticity is very much appreciated. As a non-profit, community-based organization, your willingness to customize, adjust on the fly, and take a personal interest in what the Innovation Center is doing to change community attitudes towards the importance of creativity, innovation, and entrepreneurship is and was very much appreciated.

I look forward to the opportunity of working with you in the future. We consider you a valuable resource to our efforts in Northeast Indiana. We believe this to be the start of an excellent partnership. Please feel free to contact me at 260-438-2328 if I can be of any additional assistance.

Sincerely yours,

Karl R. LaPan
President and CEO

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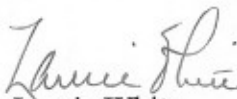
Mr. Stephen Shapiro
24/7 Innovation Group
2001 Marina Drive
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Dear Stephen,

I wanted to write you a quick note to thank you for appearing at the Greater Providence Chamber of Commerce's Business Expo 2006 "Destination: Innovation." You certainly contributed to making the event another great success!

Feedback from those who attended your presentation has been phenomenal. With attendees calling your presentation "succinct and informative," it is clear that your knowledgeable, professional advice was presented in a way that the audience both absorbed and appreciated.

Best Regards,


Laurie White
President

www.providencechamber.com

HRC HUMAN RESOURCES COUNCIL

In Partnership with Business

Mr. Stephen Shapiro
2001 Marina Drive, Suite 807
Quincy, MA 02171

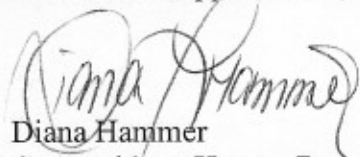
Dear Stephen,

Each month, the Human Resources Council (HRC) strives to gather the best minds and thought leaders for the purpose of sharing and provoking fresh ideas and business concepts and also to peer into the future of the human resources profession. Our members and guests attend our monthly dinner meetings because they seek insights, knowledge, and stimulating professional associations.

While I'm long overdue in getting back to you, my co-President and I, Leroy Walker, want to acknowledge how important your contribution was to our program roster in 2004 and to express our gratitude to you for being a keynote speaker in January. Your topic "SpeedInnovating" was a big hit and exceeded our member and board expectations in every way. I met with a fellow colleague just this past week who acclaimed this meeting as one of our most memorable and exciting in the recent past. We remain very grateful to you for sacrificing your personal time to speak at our dinner meeting on the 8th.

On behalf of the Board of Directors of HRC and its membership, I offer you heartfelt thanks for your contribution during that evening. Your creative talents, inspiring presentation, and gift of knowledge made for a most memorable meeting.

With sincere appreciation,



Diana Hammer
Co-President, Human Resources Council



Harvard Business School Club of Washington, DC

Host Club for the 2006 HBS Global Leadership Forum, June 20-22, 2006

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Stephen Shapiro
2001 Marina Drive #807
Quincy, MA 02171

Dear Stephen,

Thank you very much for what was an extremely entertaining and enlightening breakfast! Almost all of the attendees approached me afterwards to thank me for arranging such an excellent speaker. In addition, my friend William has already finished reading your book.

If you are ever in DC, say speaking as part of the Smithsonian Resident Associates program, please let me know as it's always a pleasure to listen to someone with your passion and insight.

Thank you again for a fabulously thought provoking presentation.

Sincerely,

Anthony Priest
President, HBS Club of DC



Stephen Shapiro
2001 Marina Drive, Suite 807
Quincy, MA 02171

Dear Stephen,

I am concerned that your keynote at the Learning Immersion for Entrepreneurs (L.I.F.E.) on November 7th set a dangerously, impossibly high standard for our future speakers to follow – thank you!

I don't think words can adequately express how much I appreciate your participation in L.I.F.E. You were by far one of the most dynamic, engaging and energizing speakers we've ever had! Your content was also very informative and substantive, framed in a fun, interactive format. Participants were amazed at how many new creativity and innovation techniques they learned in just an hour. I have never read this many consistently raving reviews about a presenter (and we've had some pretty wonderful speakers in the past!)

Hiring you as a speaker was one of the best decision we made, Stephen! Thank you again for helping to make L.I.F.E. such a success!

Warmly,

A handwritten signature in cursive script that reads "Margarita Rozenfeld".

Margarita Rozenfeld
Chief Visionary
YES!Circle



Joseph R. Cleveland
Lockheed Martin Chief Information Officer
& President Lockheed Martin
Enterprise Information Systems

Mr. Steven Shapiro
c/o Gary Rideout
0N545 Armstrong Lane
Geneva, IL 60134

Dear Mr. Shapiro:

I'd like to take an opportunity to thank you sincerely for your valued contributions to the success of our 2003 Leadership Conference. Each year the executive sponsors are challenged to create a program that exceeds the achievements of the conference held in the previous year. Our conference theme this year, 'Delivering Value Through Innovation', set the bar for success a notch higher. Together we strived to develop a program that not only inspired our leadership but also focused on how we all can unleash the collective talents of our workforce in tackling the very real issue of 'doing more with less'.

I am delighted to report that the expectations and anticipated outcomes for this year's conference were by far exceeded on every front. This is due in no small part to your special contribution to our program. I trust that you will not hesitate to call upon our team should you ever need some advice, consultation or contribution in kind. We would be delighted to help you.

Please accept, on behalf of the entire leadership team at Lockheed Martin Enterprise Information Systems, my sincerest gratitude and heartfelt thanks.

With kindest regards,



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Larry Morse
President

Mr. Steve Shapiro
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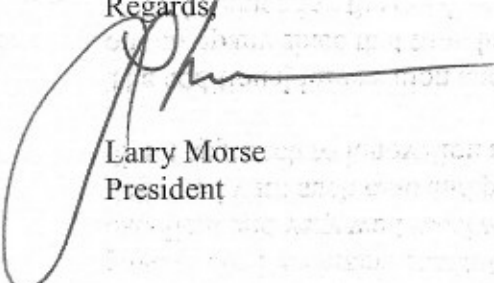
Dear Steve-

I wanted to extend my thanks to you for the wonderful speech you gave at our Leadership Institute on SpeedInnovating. The message was excellent and very well received by our management staff. It was delivered with such ease and provided our team with a very simple and direct approach to innovation and creative thought.

The additional information and content you have been able to bring to our company since that time has been very valuable. Your message about "connecting the dots" has helped us to look at innovation from a different perspective and determine what pieces must be connected in order to make this initiative successful. "Connecting the dots" has proven to be a very successful tool for Quill.

Your stories and experiences shared about other successful companies have brought insight for what actions we must take to create a new way of thinking at Quill. All advice given and information shared has helped us to identify, shape and create an approach that works well for our company. Thank you for helping us get our hands around innovation, one of our key strategic initiatives.

Regards,



Larry Morse
President