

April 25, 2024  
Invitation from  
ASQ Innovation Division  
Virtual Webinar

DATE:

Thursday  
April 25, 2024

This is a virtual/online webinar via Webex. Log-in information will be provided on the registration confirmation email.

Time: 4:00 pm – 5:00 pm PDT

(check website to confirm time)

**Cost: No charge for ASQ members and non-members**

**Advance registration is required for planning purposes and to receive RU credit following the meeting.**

Attendance at this meeting earns RUs toward ASQ recertification.

More information about ASQ's Innovation Division is available [here](#).

For more information about our ASQ section and other upcoming events: [www.asq614.org/](http://www.asq614.org/) or our [myASQ community site](#).

## Why Not ... Start with *Why Not?* or How About ... *What If ... ?*



### Dr. Ripi Singh

Author, Speaker, and Strategy & Innovation Coach

While most functions are best served by knowing the Why, How, and What, innovation gets a boost by first asking **Why Not**, **How About**, and **What If ...** and then rallying others around you with the why, how, and what.

You need an Inspiring *Next Circle* to complement Simon Sinek's Golden Circle and become the ambidextrous business professional you need to be in today's world.

**Why Not ...** questions the status quo and challenges the assumptions that may be holding you back from investing resources in uncharted waters. It is one of the great questions to kick off an exploratory effort.

**How About ...** initiates conversations around options and possibilities that may otherwise remain untouched. It is well suited for exploring alternate pathways.

**What If ...** helps foresee different outcomes from different actions or scenarios. It is well suited to exploring the end games.

Together these questions inspire teams to innovatively break through barriers.

Join us on April 25 to learn more about these questions and how they can be used to generate even more ideas and innovations.

*About the speaker:* Ripi Singh is a purposeful innovation coach and digital transformation catalyst, who loves to discuss future possibilities with optimism and hope. He has six years of experience and 30 years of learning how to develop products, technologies, processes, talent, and leaders. He serves ANSI, as US expert developing ISO 56000 standards for innovation management; as an advisor to various universities and corporations around the world; as guest editor for Springer and Materials Evaluation; and Vice Chair of Global Special Interest Group on NDE 4.0.

Ripi has authored 20 books, 150+ publications, and delivered 300+ lectures in 20 countries. He holds a PhD in Engineering and an MS in Business Strategy. In 2022, ASNT awarded him the prestigious Robert C McMaster Gold Medal. Prior to that, he was awarded the President of India Prize for outstanding research and admitted to US residency for his extraordinary capabilities.