

Sally Dominguez



Sally Dominguez is a 10XInnovation Activator and Mindset Strategist. As a multi-award-winning Inventor, Adventurer, Journalist and Educator, Sally has unique experience practicing, observing, teaching and advocating for innovation. Sally has updated Design Thinking with her ADVENTUROUS THINKING methodology, designed to promote the agile mindset needed for consistently innovative practices. Sally currently broadcasts a DAILY FUTURE video report with fellow futurist Mark Pesce.

As Innovation Strategy & Design Program Director as Singularity University Sally has designed and delivered programs to activate the Adventurous10X Mindset needed to flourish in the unrelenting change of the Fourth Revolution. Sally is now on Faculty at Singularity, specializing in Resilience, Leadership, Smart Cities, Future Forecasting and the Future of Transport. Sally also co-hosts TheNextBillionCars podcast , leveraging her Car of the Year expertise to comment on the future of transport.

ADVENTUROUS THINKING forces “bearable discomfort” thinking for a thriving 10X Mindset. No longer is design thinking reactive. Using the Five Lens tools to alternately converge and proliferate thinking, ADVENTUROUS THINKING enables users to think outside their default “expert” neural pathways, and re-ignite the curious mindset that is the key to consistent innovation. ADVENTUROUS THINKING is the key to creating strategy for accelerating change, and results in growth: personal, professional and company-wide.

The ADVENTUROUS THINKING 10X Mindset strategy has been used internationally by numerous Fortune500 companies including Genentech, Caterpillar and P&G as well as NASA, the Shenzhen government, Australian education system, Dubai Tourism, Clif Bar, Breville and more. ADVENTUROUS THINKING workshops run at Stanford, Start-se and Singularity and the strategy was presented as part of the SXSW Frugal Innovation panel in 2016. Sally has taught ADVENTUROUS THINKING as a means to integrate innovation into the Australian school curriculum for the Association of Independent Schools and the Catholic Schools Office.

Sally’s passion is “leveling up” human ingenuity by activating every persons’ creative and innovative thinking potential. In 2020 she will launch EPIC Resilience, a wellness program designed to ensure personal resilience in the face of unrelenting change.