

# UNLOCK

YOUR CREATIVE POTENTIAL™  
& BUILDING A MORE CREATIVE CULTURE

12 DEC 2019

1 day workshop

JAMES TAYLOR

Award-winning entrepreneur, author, and global speaker on creativity, innovation and artificial intelligence.

You will leave the room saying  
“that’s one of  
**the best workshop**  
I’ve ever attended”

**WHY** “SUPERCREATIVITY™” this year?

- ★ Unlock creative potential
- ★ Increase productivity
- ★ Accelerate innovation
- ★ Improve organizational efficiency
- ★ Become one of the TOP 3 most important skill by 2020

**HOW** “Creativity” helps your business and organization?

Driving top-line & bottom-line growth with new creative and innovative ideas for completely changing the business & industry from end to end! Be a Game Changer and survive in the Age of Disruption and Artificial Intelligence!

Creativity and innovation will generate new ideas to improve sales processes, reduce costs, accelerate digital transformation, increase quality of marketing content, improve customer experience and develop new product lines.

# UNLOCK

## YOUR CREATIVE POTENTIAL™ & BUILDING A MORE CREATIVE CULTURE

**DON'T MISS**  
the experience that will  
turn around your business!

### WHAT expected outcomes?

- ★ Understand the five step process for generating and developing your creativity & innovation
- ★ Discover techniques for coming with innovative ideas
- ★ Learn creative thinking skills to better evaluate new ideas
- ★ Lead your team to unlock their creative potential
- ★ Build a more innovative and creative culture across the organization

### WHO is James Taylor?

INSPIRING ★ INTELLIGENT ★ TAILOR-MADE ★ GLOBAL ★ PROFESSIONAL

James Taylor takes the audience on a journey to discover and practice the backstage secrets of the world's most creative individuals and innovative organizations. Blending inspiring stories, cutting-edge research, and actionable takeaways, he shows how any individual or organization can dramatically increase productivity and innovate by augmenting their human creativity using artificial intelligence.

His clients have included Fortune Global 500 companies, government policy makers and industry associations.



**SONY**

*Johnson & Johnson*

**MARKS & SPENCER**

**McKinsey & Company**

**Deloitte.**

**Panasonic**

**TOSHIBA**

**SEIKO**

**BBC**

**DIAGEO**



Mercedes-Benz



**TOYOTA**



**HONDA**



### MEDIA INTERVIEWS

**NBC**

**abc NEWS**

**BBC**

**FOX NEWS**

New  
Delhi  
Times

**SimplyHer**

NEW YORK  
**BUSINESS JOURNAL**

**CBS**

**YAHOO!**  
FINANCE

The Miami Herald

# UNLOCK

## YOUR CREATIVE POTENTIAL™ & BUILDING A MORE CREATIVE CULTURE



**JAMESTAYLOR**  
KEYNOTE SPEAKER | CREATIVITY EXPERT

### 1 DAY WORKSHOP

9.30–11.00 hrs

- Welcome
- SUPERCREATIVITY™ Keynote
  - Why SUPERCREATIVITY™ now?
  - Increasing innovation and adapting to change
  - The Rise of Centaur Mindset
- The five stages of the creative process

11.00 -11.15 hrs

Morning Break

11.15 -13.00 hrs

- Discovering techniques for innovative idea generating
  - PNC (Positive, Negative, Curious)
  - VOD (Variations, Options, Decisions)
  - OUT (Outrageous Ideas)
  - Random Words
  - Future Pacing
- Application of Ideation Tools to Challenges

13.00 -14.00 hrs

Lunch

14.00 -15.15 hrs

- Practicing creative thinking skills for better Idea Evaluation
  - Value Hierarchy
  - Occam's Razor
  - The Walk -Through Method
  - GLF (Gain, Logic, Fear)
  - Decision Matrix
  - The Perfect Solution Method
- Application of Idea Evaluation Tools To Challenges

15.15 -15.30 hrs

Afternoon Break

15.30 -17.00 hrs

- Building a more innovative & creative culture at work
- Next steps to make Your Creativity Live!
- Roundup and Q&A

