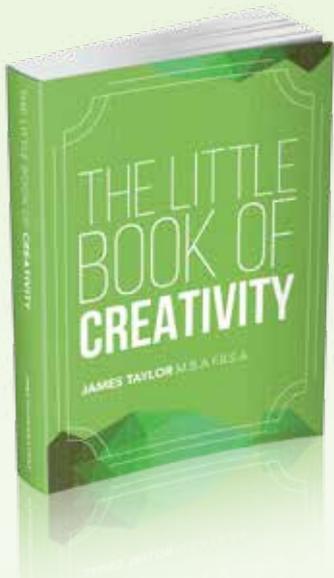


# Creativity

unleashes your people's talent and drives new value and differentiation in the global marketplace.

**James Taylor, the international authority on creativity, teaches what it is, why it is important and what individuals and organizations can do to become more creative and innovative.**

James Taylor knows your audience is desperate to find new ways to innovate and thrive in an increasingly competitive market. How can your people create a culture of creativity and discover the new ideas that will grow your company? The author of *The Little Book of Creativity* has the answers. James' moving and inspiring presentation will shake up your organization and teach your leaders:



- **Creative Culture:** How Companies Ignite Creativity and Drive Innovation? Cultural Habits of the World's Most Creative Companies.
- **Creative Process:** Learn Specific Techniques To Think and Work More Creatively. Avoiding The Biggest Creativity Killers and Understand Why Most Brainstorming Sessions Don't Work.
- **Creative Leadership:** How To Lead and Manage Creative Teams. Unlocking The Best Ideas In Your People.
- **Global Creativity:** Discover The Ways In Which Organizations Are Tapping Into The Hidden Creativity of Their Global Team Members To Deliver Growth.
- **Creative Startup Mindset:** How To Think And Act Like A Startup (Even If You Are a Fortune 500 Company).



After advising some of the world's most creative individuals and companies, ranging from Grammy award winning artists and best-selling authors to Silicon Valley startups and innovative multi-nationals, James created a framework for creativity that helps organizations achieve hyper-growth. His clients have included Apple, Yamaha, Sony, Bertelsmann and Johnson & Johnson. As an in-demand expert, he has also been featured in countless media outlets worldwide and was the subject of a 30 minute BBC documentary about his life and creativity work. He is the founder of C.SCHOOL™, the world's leading online school for creativity training.

*“Creative, thought provoking, inspirational and well-presented. Thank you.”*

- Graeme McWilliams, Co-Chair,  
World Intellectual Property Day Conference



Book James Now!  
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james@jamestaylor.me

# *“James inspires creativity simply by breathing.”*

Build a creative culture. Unlock your people’s ideas.  
Develop your global team’s creativity

“James was one of my all-time favorite speakers. James is the total package. I look forward to hearing him speak again.”  
– Anne Holland, Publisher, SUBSCRIPTION SITE INSIDER

“James spoke with fantastic clarity, distilling a range of complex subjects into easily digestible take-home pointers. It was a pleasure to work with James.”  
– Jane Marsh, STUDY UK

“I have no hesitation in recommending James. Confident, fun, worldly-wise, and always focused on delivery. You’ll enjoy working with him.”  
– Iain Stirling, Global Program Manager, DIAGEO

“Phenomenal. He gives you a process to map out your creativity and gets your creative juices flowing.”  
– Jamie Simpson, SPEARHEAD MARKETING



**Book James Now! [james@jamestaylor.me](mailto:james@jamestaylor.me)**

“James is a consummate professional. Well spoken, articulate, reliable and **extremely creative.**”

– Tim Wight, W.L. GORE & ASSOCIATES

“We were pleased and thrilled to have James speak at our Summit. Multiple attendees told me they appreciated his insightful advice. In addition, his informative but laid-back style made him a charismatic speaker.”

– Bopahaih Minal Bopaiyah United Nations Tribune

“I had the pleasure of working with James on an event in Tokyo and his **presentation contributed heavily to our success.** I would certainly recommend him and welcome the opportunity to work with him again.”

– Dan Castellano, ON THE LINE (#1 Event Promoter in Japan)



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# Popular Speaking Topics

*"An awesome presentation and I have three or four pages of notes!"*

*-Matt Harlow, President,  
American Advertising Federation*

## **Creativity: How We Create, Innovate and Thrive In A Global Economy**

Topic: Creativity/Innovation

It is estimated that by 2020 an additional 3 billion people will be coming online for the very first time. As these new consumers and competitors enter the marketplace the World Economic Forum have labelled creativity as one of the top three skills businesses will need to develop in their people in order to compete. In 'Creativity: How We Create, Innovate and Thrive in a Global Economy,' creativity expert James Taylor shows what individuals and organizations can do today to succeed in a world where creativity is becoming king.

## **Creativity Hacks: What The Early Greeks And Romans Can Teach Us About Creative Genius**

Topic: Motivation & Personal Growth

What if you could finally unlock your creative potential and tap into your creative genius? Imagine figuring out how the creative process actually works so you didn't have to wait until inspiration strikes. James Taylor has discovered how creativity works, strategies to be more creative in the office or at home, and the simple things you can do to live a more creative life. Based upon the latest research in neuroscience and psychology, creativity expert James Taylor will show you how everything from color to caffeine affects your creativity and why we get our best ideas in the shower!

## **Marketing To Millennials: How To Market To The Most Influential Generation of Consumers Ever**

Topic: Marketing

One of the largest generations in history is about to move into its prime spending years. Millennials are poised to reshape the economy; their unique experiences will change the ways we market and sell, forcing companies to examine how they do business for decades to come. How do you market and sell to a generation that wants access, not ownership, and who as digital natives have a very different set of priorities and expectations from their Gen X and Baby Boomer parents and grandparents? James Taylor will show you how authenticity and creative marketing will enable you to take advantage of an audience that by 2025 will make up 75% of the workforce and will have the biggest buying power.

## **Creative Entrepreneurship: The New Rules for Creative Business Leaders**

Topic: Entrepreneurship

Creative businesses and the people behind them are shaping the future. Whether it's in traditional creative industries or those innovating at the intersection of technology and art, creative entrepreneurs are changing the way we live and work. Few speakers today understand the opportunities and realities of the global creative industries better than author and creativity speaker James Taylor. A pioneer in online education he helped start and build over 25 online music and art schools in both the US and Europe before founding C-SCHOOL™, the world's leading online school for creative thinking. Drawing upon his experience advising successful entrepreneurs, Grammy award winning artists, and best-selling authors he shares what it takes to be a creative entrepreneur and leader.

## **James Taylor speaking around the world**



**Book James Now!**

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