



# Business Creativity

## Keynote Speaker

- Inspiring Opening Keynote Speaker
- Engaging Closing Keynote Speaker
- Tailored, Entertaining, Interactive and Insightful

Featured in:          

With an inspiring and entertaining style, James Taylor travels the world delivering a deeply insightful yet powerful message to global business audiences from Silicon Valley to Singapore and across multiple industries. During his tailored, humorous and highly visual keynotes, creativity expert James Taylor takes the audience on a journey to discover the backstage secrets of how the world's most creative and innovative individuals and organizations are adapting to change and technological disruption.

An advisor to Grammy award-winning rockstars, global celebrities and high profile Silicon Valley CEO's, James Taylor MBA FRSA has helped thousands of high performers and leaders maximize, monetize and market their creative ideas and take advantage of disruptive technologies. He has presented to enthusiastic audiences of: business owners, CEO's, entrepreneurs, associations, educators, leadership teams, sales, marketing, legal and human resources professionals.

"James spoke with fantastic clarity, distilling a range of complex subjects into easily digestible take-home pointers."

– **Jane Marsh, Event Organizer**  
(Study UK Conference)



"James was one of my all-time favorite speakers. James is the total package. I look forward to hearing him speak again someday soon."

– **Anne Holland (Subscription Site Insider Conference, San Francisco)**



"James was the highlight of our meeting and received rave reviews. I would highly recommend James as a speaker for your event."

– **Manoj Vasuvedan ( World #3 in World Championship of Public Speaking and Ranked among Top 100 speakers worldwide)**



"Pretty sure I am a forever fan of James Taylor. What a graceful, personable, and engaging speaker."

– **Nachi (Development Coach and HuffingtonPost contributor)**



"I was most impressed by his ability to keep me engaged throughout the whole session. Clear, concise and absolutely no BS but pure extremely useful content."

– **Philip Merry, CSPGlobal (Head of Organizational Development at Reuters Asia)**

### A selection of James Taylor's clients





*Inspire Your People!*


Popular Keynote Program (60 Minutes)

# BACKSTAGE

*The Secret Life of Creativity in Business*

**Business is changing at the speed of light.** Today exponential technologies such as **artificial intelligence** and machine learning are creating **new disruptive business models** almost overnight. In this new world, one where McKinsey & Co predict that **45 percent of jobs will be automated in the next 20 years**, there is one distinctly human competitive advantage you must leverage - **your creativity**. In this tailored, entertaining and highly visual one-of-a-kind keynote, James Taylor takes the audience on a journey to **discover the backstage secrets** of the world's most **creative individuals** and **innovative organizations**. You'll learn:

- The five step creative process used by disruptive innovators from Walt Disney and Tesla's Elon Musk to Lady Gaga and Alibaba's Jack Ma.
- Why boosting creativity behind-the-scenes in your organization will increase innovation ROI and discover that idea that could revolutionize your industry.
- How to use the new science of 'creativity hacking' to generate, evaluate, develop and implement more ideas, more quickly.
- How to lead innovative teams and foster a creative culture, even within traditional, global or distributed organizations.



To enquire about James Taylor's availability contact:  
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