

FREDRIK HAREN

LONDON
SPEAKER
BUREAU

- Expert on business creativity, change and global mindset



Fredrik Haren is an author and expert on creativity, change and global business. He is the author of nine books, including The Idea Book which was included in The 100 Best Business Books of All Time. His latest book, One World, One Company, explains how some companies are becoming global and shares lessons that can be learned from their successes and mistakes. He was voted Speaker of the Year in Sweden as well as being selected as one of the 'The Best Swedish Speakers Ever'.

Topics

- Business
- Creativity
- Innovation
- Leadership
- Management
- Motivation
- Motivational

Masterclass overview

The primary objective of this masterclass is to equip employees who attend with the ability to be able to contribute creatively to the organisation and to inspire the rest of the employees by how easily creativity and innovation can be inculcated in the workplace. The session starts with the big picture of the value of innovation in the workplace and then we work ourselves down to creativity in an organisation, and end up with how we can develop our own creative skills. We will move from big picture to small and personal, from listening to participating.

Value and expected outcomes

- Learn different techniques to develop creative thinking
- Learn how to set the problem or question to find the most creative solution
- Develop your own creative process

What is covered?

- What is creativity? The developments in creativity in the world
- Why the ability to think creatively is becoming more important?
- What can we learn about creativity from developed and developing countries?
- Why don't most people know how to develop their creativity?
- How are organisations working with developing the creativity of their staff?
- What kills creativity?
- Examples of companies and organisations that have developed effective ways of collecting ideas from within the organisation – and from the outside

This workshop has an open agenda whereby the interest, input and ideas from the group are incorporated into the workshop. Fredrik will draw on his experience of having done more than 2,000 speeches, seminars and workshops on innovation and creativity in more than 60 countries.

