
**CREATIVE LEADERSHIP TIPS FROM THE WORLD'S LEADING
THINKERS, INNOVATORS, EXPERTS AND ENTREPRENEURS BROUGHT
TO YOU BY CREATIVE INNOVATION 2012**



“WICKED PROBLEMS, GREAT OPPORTUNITIES! LEADERSHIP AND COURAGE FOR VOLATILE TIMES”



2012 continues to be precarious. The global economy swings between signs of recovery and predictions of imminent collapse. Businesses appear paralysed. Though many are cash-rich, they're risk-averse, strategically incremental and lacking in fresh ideas and innovation. We need to attack big, wicked problems that threaten the economy and society as a whole. The world needs leadership, invention and courage now more than ever before. Audacity rather than austerity. It needs bold ideas that represent real business opportunities which spark a revolution for courage and change.

Creative Innovation 2012 Asia Pacific will be the place to learn from world changing innovators, futurists, inspired thinkers and curious souls gathered together in an interactive community. It's a place to learn techniques and strategies, share ideas and gain empowering experiences. A place to imagine the future.

From 28-30 November, we are bringing a perfect blend of world-class innovators and thinkers to Melbourne who will address the critical topics of today's world, with the ideas for creative leadership and design thinking. You will learn how innovation in leadership can help you and your organization thrive both today and in the uncertain times to come.

CSIRO'S SIX MEGATRENDS

In CSIRO's report *'Our future: Global megatrends that will change the way we live'*, six interrelated megatrends have been identified that will dramatically shift how people, communities and countries interact over the next 20 years.

The shrinking supply of natural resources and habitats, changing needs of growing and ageing populations, combined with the exponentially increasing world of digital connectivity all impact on our expectations for our lives and future generations.

The megatrends identified are as follows:

1. **More from less.** The earth has limited supplies of natural minerals, energy, water and food resources essential for human survival and maintaining lifestyles.
2. **Going, going ... gone?** Many of the world's natural habitats, plant species and animal species are in decline or at risk of extinction.
3. **The silk highway.** Coming decades will see the world economy shift from west to east and north to south.
4. **Forever young.** The ageing population is an asset.
Australia and many other countries that make up the Organisation for Economic Cooperation and Development (OECD) have an ageing population.
5. **Virtually here.** This megatrend explores what might happen in a world of increased connectivity where individuals, communities, governments and businesses are immersed into the virtual world to a much greater extent than ever before.
6. **Great expectations.** This is a consumer, societal, demographic and cultural megatrend. It explores the rising demand for experiences over products and the rising importance of social relationships.



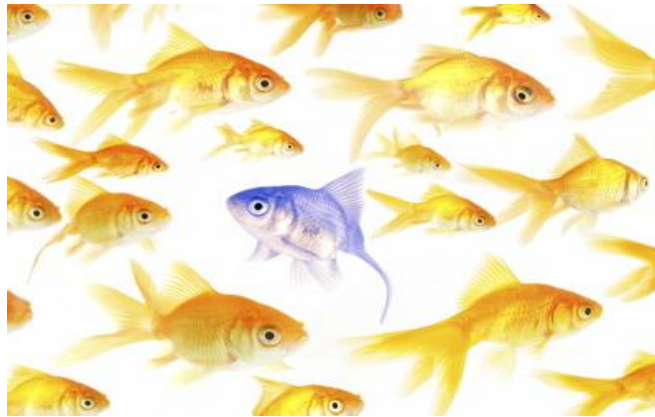
CSIRO’s Chief Executive Dr Megan encourages asks you to think about what the principle sources of powerful, good strategy are. Much of the modern discussion of strategy has focused on the economics of competition. This way of looking at things is very useful, but misses the more general and powerful tools that talented strategists use.

These include:

- Anticipation
- Concentration
- The creation of proximate objectives
- Understanding chain-link situations
- The power of design, the power of focus
- The distinction between good and bad growth
- The nature of advantage
- Riding the waves of dynamic change
- Understanding entropy and inertia

[Dr Megan Clark](#) is the Chief Executive of CSIRO. She will be speaking at Ci2012 on ‘*Large scale, multidisciplinary thinking: Working together to change the future*’

TIP #1: OUTCOMES TRUMP ACTION FROM ERIC KNIGHT



- *We are not irrational* – and our biggest disputes are rarely clashes of morality and the human heart
- *Mental agility is critical* – the keys to understanding lies in how we process information rather than intelligence or levels of education
- *Wicked problems have been solved* - through local collaboration
- *The definition of a ‘solution’ has changed* – bringing problems to a steady state has replaced eliminating it entirely
- *Outcomes trump action* – the best organisations centralise their vision and decentralise how they will achieve it
- *Scepticism and doubt is a good thing* – it drives better answers
- *It is more important to be a fox than a hedgehog* – to adapt and adopt, rather than to be a fundamentalist in a complex world

ERIC believes the real **Wicked Problems and Great Opportunities** facing the world are:

- *Climate change* – what to do about it, and the implications for economic prosperity
- *Rise of China* – how to prepare for the emergence of developing economies and global powerhouses in a world of finite resources

Eric Knight is an economic consultant and the author of bestselling new book, *‘Reframe: how to solve the world’s trickiest problems’*. He will be speaking on this topic at Ci2012

TIP#2 ON LIFE AS AN ENTREPRENEUR BY JASON DREW



- Being an entrepreneur is about spending some years of your life like no one else wants to so that you can **spend the rest of your life like no one else can**
- *Life is not easy and business is harder* - you have to expect failure and failure, like tears, is just in the nature of things - **what counts is how you pick yourself up and keep going**
- *Never be afraid to try something new* – remember that a lone amateur built the Ark and a large group of professionals built the Titanic
- Experience is something you don't get until just after you need it
- If at first you don't succeed, skydiving is not for you
- *A mind is like a parachute* – it works best when open
- *You are what you do not what you say* – what counts is how well you walk through the fire
- Being an entrepreneur requires **energy, focus and commitment**
- To win in the game of business you need **speed, simplicity and self-confidence**
- As an entrepreneur I have had the best day of my life and the worst day of my life – **sometimes in the same hour**
- The bullet that kills you never takes you between the eyes – it always hits you in the temple because you are **looking the wrong way**
- Tell me how much cash is at the bank today – don't worry about the profit – only thing that counts is cash
- When the wind changes **there are those that build windbreaks and those that build windmills**
- The industrial revolution is over and **the sustainability revolution has begun**. All successful entrepreneurial activity of the 21st century will be fundamentally sustainable
- The next Bill Gates or Mark Zuckerberg will make their fortunes in the business of **repairing the future**

[Jason Drew](#) is an international business leader, serial entrepreneur and sustainability expert. His keynote topic at Ci2012 is '*From industrial revolution to sustainability revolution - the business of fixing our future*' and the topic for his Deep Conversation is '*Now to Next: How will Science and Technology help solve our wicked problems?*'

TIP#3 IDENTIFYING WICKED PROBLEMS AND FINDING OPPORTUNITIES BY BARONESS SUSAN GREENFIELD



- **Today's Wicked Problems are the next generation** - who exhibit short attention spans, reckless behaviour, a weak notion of identity, low empathy and an inability to differentiate information from knowledge.
- **Today's Great Opportunities are also the next generation** – who have the greatest probability ever for any one individual to live to be a hundred. Not only has technology and science enhanced the average life span but it is giving us the leisure time to develop as individuals.

[The Baroness](#) is a well-known scientist, writer, broadcaster and Director of the Institute for the Future of the Mind. Her keynote topic for Ci2012 is *'The Impact of Technology: Making the Most of the 21st Century Mind'* and the topic for her Deep Conversation is *'Now to Next: How will Science and Technology help solve our wicked problems?'*

TIP#4 ON THE FUTURE OF INNOVATION AND WHY 2 BILLION JOBS WILL DISAPPEAR BY 2030 BY DR THOMAS FREY



The future is never a destination, it is always a journey. It's easy to look around us and see what exists today, but the true visionaries are looking for what's missing. Famed author Jim Collins often asks the question, "If your company went out of business tomorrow, who would miss you and why?"

- Can your customers live without you? If they can, they probably will. That is where the disruptors come in.
- We are seeing a number of converging forces that will both rewrite the rules of business and redefine the world of innovation.
- Smartphone apps have exploded onto the scene creating a collision course for physical products and their digital counterparts.
- At the same time, these same devices are creating an "awareness revolution" with people jacked-in 24-7 to the world around us.
- Crowd funding is on the verge of going toe-to-toe with the banking industry.
- Traditional colleges are being undermined by 2nd and 3rd generation online education.
- Baby-Boomers are beginning to shed many of their physical possessions as they prepare for their retirement, and a new generation with different values is beginning to assume power.

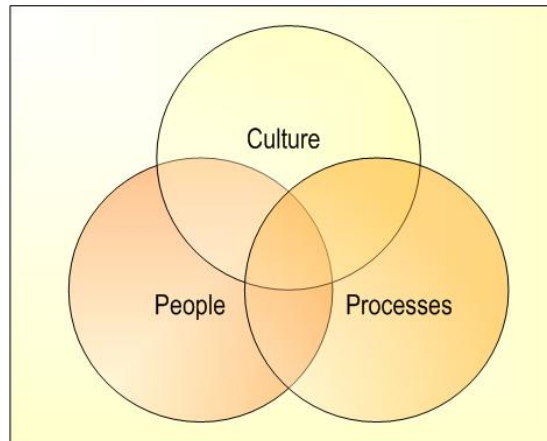
So where will the creative minds of tomorrow take us?

At the heart of all these changes is an increasingly untethered society, finding new ways to make connections in a fluid ocean of ideas and talent that meets the hyper-individualized needs of the people creating our future? The businesses of tomorrow will be defined far more by the journey they've taken than the facilities they exist in.

Join us as we enter the the future with Futurist Thomas Frey as he creates vivid images of a world we would all aspire to live in.

Dr Thomas Frey is the Executive Director and Senior Futurist at the DaVinci Institute, and currently Google’s top-rated futurist speaker. His keynote topic at Ci2012 is *‘2 Billion Jobs to disappear by 2030! Driverless Cars, Teacherless Schools, and Printable Houses: We’re in for a Wild Ride’* and the topic for his Deep Conversation is *‘Getting Unstuck! Using innovation to create change in large organizations and government’*

TIP#5 ON LEADING MANAGEMENT BY TIM DALMAU & JILL TIDEMAN



“If you only have a hammer, you tend to see every problem as a nail.”

The interactions of people and organizations around certain types of problems and particularly in response, or to effect, change is similar to interactions between organisms and their environment in the natural world.

Traditional approaches to management of change or other tricky organizational problems usually attempt to establish some order and control, often by the leaders and managers. This has been shown to fail repeatedly. When this pattern of behaviour persists, often the problems move closer to the edge of chaos rather closer to certainty.

The first step in changing this unproductive pattern is to:

- Take a whole of systems view
- Engage with it differently
- Use dialogue in a way that allows for the emergence of new ways of seeing and understanding
- Embrace paradox, and
- Foster emotional commitment and social cohesion required to tackle such problems and bring about change.

As Dee Hock of Visa International said:

“Change is not about understanding new things or having new ideas; it is about seeing old things with new eyes – from different perspectives. Change is not about re-organizing, re-engineering, re-inventing, re-capitalizing. It’s about re-conceiving!”

Tim Dalmau and Jill Tideman are leading management consultants. They will be speaking at Ci2012 on **‘Solving Wicked Problems in the Workplace’**

TIP#6 HOW TO DEAL WITH THE 7 ‘MOST WANTED’ CREATIVITY KILLERS BY ANDREW & GAIA GRANT



For generations IQ scores have been rising, with CQ (creativity quotient) scores increasing alongside them. However, did you know that since 1990 CQ scores have been rapidly declining?

This trend is also evident across an individual's lifespan. In a sample of 1500 children aged 3–5, 98 per cent ranked as 'geniuses' in divergent thinking; in children aged 8–10 the figure fell to just 32 per cent; and by age 13–15 it had declined further to a mere 10 per cent. In other words, children become less creative as they grow older. A control test of 2000 adults (aged 25+) revealed that only 2 per cent ranked as 'geniuses'.

By conducting a 'creative scene investigation' we have identified the key 'creativity killer' suspects, and conversely helped to find the best 'creativity rescuers'. Identifying and dealing with these major blocks to creative thinking can help to provide a strong foundation for creative growth. Allow us to take a creative approach to profiling and interrogating these killer suspects:

1. The Control Crew

The 'control' killers stifle creative thinking through suppressing the ability to think freely and independently. Examples of how these killers work is through stifling systems (e.g. inflexible bureaucracy) and oppressive behaviours (e.g. bullying).

Rescue strategy: Develop an open mindset by asking open-ended questions to challenge established beliefs and assumptions. Instead of just asking Why?, try asking questions such as Why not? and What If?

2. The Fear Family

The ‘Fear Family’ thrives on anxieties about trialling new ideas and ensures victims are paralysed by the possibility of failure.

Rescue strategy: Have the courage to face fears of possible failure and uncertainty, and embrace these experiences as an important part of the creative learning process.

3. The Pressure Pack

The seductive ‘Pressure Pack’ killers dispatch their victims by exercising a stranglehold of real or perceived expectations.

Rescue strategy: Identify pressures and stresses you face, and reflect on the impact of these on your creative thinking. Recognise that many pressures are perceived rather than real. Learn to release yourself from those that are not real, and to safely distance yourself when needed from those that should not control your life and consume you.

4. The Insulation Clique

The ‘Insulation Clique’ killers employ a lethal combination of segregation and homogeneity that can lead to biased conformity.

Rescue strategy: Deliberately expose yourself to different people, different sources of information and different ideas. Be open and receptive to different opinions, and learn to see different perspectives without immediately dismissing ideas that don’t confer with your own.

5. The Apathy Clan

The creativity killers in the ‘Apathy Clan’ impose a lack motivation and drive.

Rescue strategy: Assess your own levels of engagement in what you do, and detect where there might be a lack of engagement. Recognise sarcasm or cynicism as potential weapons of apathy, and identify and deal with what the root cause of these might be.

6. The Narrow-minded Mob

With a stubborn and headstrong approach, the killers in the ‘The Narrow-minded Mob’ ensure their victims remain trapped in their standard, familiar patterns of thinking and behaving.

Rescue strategy: Practice divergent thinking skills, and put yourself in others’ shoes to open up different ways of thinking.

7. The Pessimism Posse

‘The Pessimism Posse’ killers perpetrate destruction through a toxic mindset. Victims of this killer initially communicate in negative ways, and eventually undermine their own and others’ attempts at creative thinking.

Rescue strategy: Learn the art of positive mental strategies and optimistic thinking and language.

It is important to identify these potential blocks to creative thinking upfront in order to deal with them. It is only once they have been recognised and dealt with that it is possible for creative thinking to flourish.

Andrew & Gaia Grant are the co-authors of *‘Who Killed Creativity...and how to get it back!’* They will be speaking at Ci2012 on that topic

TIP#7 STORYTELLING SUCCESS SECRETS FOR WICKED SOLUTIONS BY GABRIELLE DOLAN & YAMINI NAIDU



Every wicked solution needs wicked stories to connect and engage your audience, win their hearts, and get them signing on the dotted line.

Here are 7 storytelling secrets that will help you succeed.

1. Use Stories to sell you

For every solution / pitch investors are saying 'the idea is 10% and the founder is 90% of their decision'. Investors want to connect with you first. You can connect fast, upfront and memorably by using a story to sell yourself first.

2. Stories sell your products

Storytelling creates an emotional connection critical in selling an idea, a product or a change. What stories can you narrate about your products or services?

3. Stories need to have a purpose

The first cornerstone of successful business storytelling is being clear on your purpose. In the pub, with friends and in our social life we all tell stories to fill time, to share and to be funny. All perfectly valid reasons in our personal life, but in business as the storyteller you have to be crystal clear on the purpose of your story.

4. Stories must be authentic

This can't be stressed enough. All your stories need to be real. It's simply not worth the backlash on your credibility on your reputation in making up spinning stories. Spinning stories, DON'T!

5. Stories need data back up

In business a story is supporting act to your hard data. You need to have your metrics, your ROI, whatever hard numbers you require to make a solid business case. Equally critically you also need to give people an easy way to make sense of the data, a story does exactly that and helps people make sense of the data and engage with it.

6. Stories can be ugly

Stories don't have to all be about how wonderful your product is and how successful you are. Investors want to learn how you earned your stripes – what failures and learning you have had along the way.

7. Not everything needs a story

And finally not everything needs a story. Period. If you just want to inform people then go with the data, but if you want to influence, shift behaviour and get people to buy you and your product use a story. In fact use several stories.

[Gabrielle Dolan & Yamini Naidu](#) are global thought leaders in business storytelling and founders and co-directors of One Thousand & One, a business storytelling company. They will be speaking at Ci2012 on *‘Wicked Problems Need Wicked Stories’*

TIP#9 HOW TO IMMEDIATELY BOOST YOUR ABILITY TO INNOVATE?

BY AMANTHA IMBER



Want to immediately boost your ability to innovate? Here is a list of easy and practical methods. These methods have been found through scientific research to help any individual think more creatively.

1. Brainstorm outdoors. Nature relaxes us and thus increases creativity.
2. Work on a project that challenges you. When we feel challenged, we think more creatively.
3. Go for a walk or 'sleep on it'. When we distract ourselves from a problem, our unconscious mind takes over and thinks creatively on our behalf.
4. Challenge assumptions. Think about a problem you are trying to solve and write a list of all the assumptions (things that you assume to be true) about the problem. Go through each assumption and 'crush' it - ask yourself 'What if the opposite was true?' You can then use this notion to stimulate some creative ideas.
5. Expose yourself to warm colours. Warm colours make us feel happier which boosts creativity.
6. Raise your eyebrows. This facial expression has been shown to boost creativity.
7. Put yourself in someone else's shoes. The next time you are trying to solve a problem, ask yourself how someone else whom you respect would solve it. For example, ask yourself how Richard Branson would solve it.
8. Play a video game. When we play a game, our energy and happiness increases, which boosts creativity.

9. Work up a sweat. Aerobic exercise boosts creativity for up to 2 hours after you have completed the workout.
10. Clench your left fist for 2 minutes. This activates a circuit in your brain that is responsible for creativity.
11. Learn something new and force a connection back to the problem. If you are stuck on how to solve a problem, read an article on something completely unrelated to the problem. Try to force a connection with the new information you have just learned from the article back to the problem at hand.
12. Stare at a picture of a punk. Looking at images that represent deviance and uniqueness stimulate creative behaviour.
13. Meditate. When we feel relaxed, our creativity increases.

[Dr Amantha Imber](#) is a creativity and innovation psychologist. She will be speaking at Ci2012 on *‘Innovate like the heavyweights – proven stuff, no fluff’*

TIP#10 KILLER INNOVATIONS ACTIONS TIPS TO MARKETING YOUR BUSINESS BY TIM REID



1. If you think what you always thought,
you'll do what you've always done.
And if you do what you've always done,
you'll get what you've always got.

My action tip? Never stop thinking differently.

2. Just because something has always been done a certain way, does NOT make it right, or optimal.

My action tip? Challenge the conventions of the category in which you operate. Ask yourself, what if the opposite were true?

3. Intimately know who you're marketing is directed at. Not a demographic level, but go deeper - how do they feel about the category in which you operate? What problem(s) do they have that you can solve?

My action tip? Develop a written and visual representation of your business's *best mate*. That person who has the highest propensity to want to do business with you.

4. People can copy what you do, but not who you are. Brand is King when it comes to marketing your business.

My action tip? Get clear on the fundamental communication pillars of your business ... then go about building a brand. Start by identifying the emotional answer to the question. *So, what do you do?*

5. Develop some marketing courage. Communicate what you can do for your prospects / clients in a stand-out way.

My action tip? Come up with some innovative marketing solutions to this question -> *How would [insert public figure] market my business?* This will get you thinking about how to market your business from a completely fresh angle.

6. Do something. Anything. Business owners who get intimidated by marketing get left behind. Action, on the other hand, creates reaction.

My action tip? Stop any marketing that’s not produced a positive ROI for the past 3-months. Start a new marketing activity that you’ve been considering for a while now but haven’t implemented for whatever reason.

Tim Reid aka “The Ideas Guy” is a leading ideas and marketing expert. He will be speaking at Ci2012 on ‘*A Killer Innovations Approach to Marketing Your Business*’

TIP#11 PRINCIPLES FOR BUILDING AUSTRALIAN INNOVATION SUCCESS BY TANIA DE JONG AM

- Strong research universities with endowments
- Globally experienced repeat entrepreneurs
- Sophisticated risk capital
- Building social capital (links between innovation executives across sectors)
- Knowledge sharing across siloes
- Risk tolerance (We tend to have an enormous fear of failure in Australia.)
- Creative destruction of obsolete or unsuccessful ventures to build new ones
- Learning from constructive failures
- Positive returns for entrepreneurs and supportive government policies

Creativity and innovation can be part of everyday routine by:

- Open communication across all management layers.
- Recruiting people with diverse backgrounds and experience
- Encouraging employees to find new ways to do their routine work, and authorizing them to make decisions.
- Boosting research activities and providing employees some free time to try and test new ideas.
- Allowing employees to take measured risks (with small costs), and grabbing chances.
- Forming processes to assess any idea on merit, irrespective of where it is coming from.
- Recognizing and untying the creative from operational tasks in the organization.
- Using group inventiveness techniques repeatedly to stimulate team building and produce new ideas.
- Encouraging, celebrating and rewarding innovators.

Steve Jobs famously said: *“The people who are crazy enough to think they can change the world are the ones who do.”*

Let us all nurture emerging leaders and applaud current leaders who exhibit true courage, boldness and audacity in these volatile times.

Tania de Jong AM is a leading Australian soprano; Founder of Creative Universe, Creativity Australia, Music Theatre Australia and the Founder & Executive Producer of Ci2012. She will be speaking and performing at Ci2012

TIP#12 FINDING YOUR PASSION & PURPOSE BY TANIA DE JONG AM

1. Think about what you love to do and your current strengths, skills and experience. List them down.
2. Get creative. Look forward to and consider things you'd like to do.
3. Learn, never give up. See the gap and what you need to reach your goal. More training, guidance, mentoring, money, contacts etc.
4. Take the holistic approach. Look at your whole life, not just career but hobbies, interests, things you love, aspirations etc.
5. Consider all options at a body, mind and spirit level = Optioneering
6. Create your own white board of life and assess these options
7. QUESTION: What do you need to do to get from here to there?
8. See the end result of your vision in action (not the obstacles to get there)
9. Reverse engineer the steps to reach your goal
10. Develop a diverse support group... Friends, family, mentor, colleagues...ask them for their support.
11. Take massive action. Profound, powerful, absorbing, passionate action. Don't give up!
12. Make a difference to others along the way.

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ENTREPRENEURSHIP AND SUCCESS DON'T ALWAYS GO HAND IN HAND: HERE'S WHAT YOU NEED TO SUCCEED



It's a question asked by many. How do you become an entrepreneur? Becoming an entrepreneur is easy. Becoming a successful one takes work. It's more than just having a good idea.

Having established a number of successful businesses and social enterprises, I have made many mistakes, learned many lessons and experienced many victories. Here's a breakdown of the attributes I believe one needs to make a good go of entrepreneurship and forge a sustainable and successful path.

Intelligence

How intelligent are you? You don't need a PHD or even a degree but if you don't have great instincts, intuition or street smarts, you are one step behind the eight-ball.

Imagination

As Einstein said: *"Imagination is more important than knowledge".*

Optimism

You have to believe you can achieve what you set out to achieve and work to inspire others and those around you. Pessimism is a self-fulfilling prophecy.

Vision

Be a visionary. Begin with the end in mind and refuse to be tripped up or slowed down by over analyzing your actions, neglecting to make decisions or from fear of obstacles. Tackle every task head-on and with gusto.

Creativity

Always trouble-shoot to find an answer, an alternative, a new and improved solution to problems you face.

“Can-do” attitude

Always find ways of make things work when others only see the problem they’re facing.

Courage

Courage is when your strength overcomes your fear and you dare to ‘ask’ for what you want, need or desire.

Persistence

You will rarely take no for an answer and when you receive a no you handle it with grace and charm.

Resilience

When you fall, you fall quickly but you always get up and try again.

Collaborative

You can bring together the right people to support your idea and make it happen.

Opportunistic

Luck comes to those who are constantly looking for new and existing opportunities.

Realism

Many great ideas never see the light of day. Be realistic about what is possible. Don’t expect to get rich quick.

Competitiveness

Without a competitive spirit you will fall by the wayside.

Future-looking

You are a +game-changer. You keep up with future trends and believe the future is full of potential.

Now you’ve assessed the attributes you have or need to develop, here are some actions you should take to get started:

Make realistic assessments of the demand for your product, system, service or process.

- Devise a strategy and document it.
- Gather a diverse advisory board of trusted mentors, senior leaders and colleagues around you. Listen to their feedback and thank them for their support.
- Find the right people to be part of your team and consider innovative ways you will keep them engaged.
- Start implementing as soon as possible. Don’t be put off by nay-sayers.
- Monitor your progress, test and fail. Make appropriate adjustments as required.
- Borrow as little as possible and try to retain equity.
- Manage – don’t stress – about problems you face.
- Continue your own development. Upskill yourself and those around you.
- Remain focused and be positive and passionate about your project. Smile and have fun!
- Celebrate your achievements and reward great ideas and innovation.

CREATIVE INNOVATION 2012 – ASIA PACIFIC



28-30 November 2012

Sofitel Melbourne On Collins

Creative Innovation is an annual future-shaping conference event. It is the place to learn from world-changing innovators, futurists, inspired thinkers and curious souls gathered together in an interactive community.

Building on the success of Ci2010 and Ci2011, over 40 innovators, thinkers and business leaders will present valuable strategies, stories and insights to create an interactive and unmissable event of a lifetime. This is a rare opportunity to learn, think, connect and share ideas with some of the world's most influential thinkers under one roof. Inspire your leadership and achieve business success.

The theme for Ci2012 is **"Wicked Problems! Great Opportunities! Leadership and courage for volatile times"**

Learn, debate and think with over 40 incredible minds including Baroness Susan Greenfield (UK), public sector innovation expert Geoff Mulgan (UK), Google's CTO Michael T Jones (USA), global futurist Thomas Frey (USA), strategist Richard Rumelt (USA), systems thinker Adam Kahane (Canada), psychologist Dr Iain McGilchrist (UK), regenerative medicine leader Professor Nadia Rosenthal (UK), disruptive innovation expert Scott Anthony (Singapore), anthropologist Wade Davis (USA), Li Cunxin (*Mao's Last Dancer*), McKinsey's Michael Rennie and many more...

"In my 30 years of attending conferences this was the best conference ever...inspirational!"

CREATIVE INNOVATION 2012 – ASIA PACIFIC

28-30 November 2012

Sofitel Melbourne On Collins

Ci2012 will:

1. Feature over **35 world class Australian and international keynote speakers, leaders, artists and thinkers.**
2. Highlight **opportunities** and **global megatrends** that affect business and society in these uncertain and complex times throughout Australia, Asia Pacific and the rest of the world.
3. Provide insights and techniques for **unlocking personal and organisational creativity and courage** that will inspire your leadership in times of complexity and change.
4. **Deliver strategies, structures and processes** for creating greater organizational performance, productivity and wellbeing.
5. Showcase the **world’s best practice solutions and ideas** for the development of sustainable and innovative futures for community, business and government.
6. Bring together leaders and emerging talent to **discover cross-disciplinary solutions that will make a difference** in your life, organisation and community.
7. Offer **outstanding networking and business opportunities.**

Ci2012 will bring together delegates from all sectors to discuss the challenges that impact global business and society, growth and sustainability issues facing the uncertain Asia Pacific and global business environments, learning institutions and workplaces of the future and best practice for leaders and organisations in a super-connected world.

Creative Innovation 2012 includes a 2 day conference, Master Classes, Deep Conversations and a Gala Dinner with leading Australian performers.

For more information and to book your tickets for this world class event please go to

www.ci2012.com.au