



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Creative Innovation Asia Pacific 2013

November 27-29

Key Messages

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

About Ci2013....

- A place to inspire, connect, learn and imagine the future!
- Featured over 40 world-changing innovators, futurists, inspired thinkers from around the globe who gathered together with leaders and curious souls in an interactive world.
- A place to network with like-minded people and to learn techniques & strategies!
- Unlock and share ideas and gain empowering experiences
- Over 600 participants including CEOs, Directors of major ASX-listed companies, owners of SMEs, academics, and executives from health, banking, finance, advertising, arts, media, education, industry, innovation and government and across sectors
- 40% of delegates came from interstate, regional areas and from overseas

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Ci2013 Feedback...

- *"A highly contagious experience we recommend to anyone that feels the need to look to the future with hope and even more to those who don't."* Nicolas Georges, Mondelez
- *"How do they do it? Top of the line commentators and leaders from all over the world and audiences to match. These are discussions you don't want to miss: about what's really going to happen and without all the flannel you've heard before."* Robyn Williams, The ABC Science Show
- *"A conference experience like no other, both creative and fun."* Dr Bjorn Lomborg (Czech Republic)
- *"This was the best Ci yet. It was focused, energizing and inspiring. I personally received great value from it and am looking forward to the next one."* Tim Dalmau, Organisational Expert
- *"Ci2013 was a fantastic opportunity for people who care about innovation and creativity at work to mix with some of the best global and local thought leaders."* Steve Vamos, Non Executive Director of Telstra, Medibank and David Jones
- *"The Creative Innovation conference really delivered on its promise to deliver new and innovative ways of discussing old problems."* Carol Schwartz AM

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Message from Founder & Executive Producer of Creative Innovation Global

Tania de Jong AM



- **“Celebrate diversity:** Innovators choose to work with a purposeful and diverse collection of people and are not afraid to disagree. POSITIVE HUMAN COLLISIONS are the key!”
- **“Fail:** Innovators are not afraid to fail. They bounce back from disappointment and try again. FAIL = fantastic achievement in life AND first attempt at learning.”
- “Creative, courageous leadership is the strategic tool of the 21st Century. Creativity is a key leadership attribute and we need to value this more highly in our education system.”
- “The key is to tap into the right hemisphere of the brain, which is responsible for controlling a person’s intuition, imagination and creative functions”
- “ A great activity for getting into a more creative headspace is singing. It connects neural pathways differently, fires the right temporal lobe & releases endorphins, enhances learning, language and other skills.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



Master Classes

Key Messages

PROUDLY
SUPPORTED BY



ci2013.com.au

BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®





RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**Beating the odds when
launching a new venture**
with Scott Anthony



Success comes when you let the right strategy emerge from the marketplace

- “genius is 1% inspiration and 99% perspiration”
- “Michael Jordan fallacy - think carefully about who you put behind the wheel of your business.”
- “No.1Challenge2Success - taking the Wrong Turn. Idea looks great on paper but doesn't work in reality.”
- “You must work out the things you don't know and systematically knock them out. Assumption vs. fact”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**Beating the odds when
launching a new venture**
with Scott Anthony

- “EVALUATE your plan 1. is there a need? 2. can we address it? 3. Is it worth it?”
- “4 ways to TEST your idea: desk research, thought experiments, focused feasibility test, minimum viable offering”
- “Tip for start-ups: keep the team small - you shouldn't order no more than 2 pizzas; be precise - for every experiment make hypothesis, put objectives, predict, and execution; bias towards action - what would McGyver do?”
- “Summary: be humble, be thorough, be innovative, be active, be flexible, be bold!”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Are you really worth talking about?

- Jon Duschinsky



Do you have something worth talking about that will blow everyone's mind away?

- “We’ve gone from the digital age, to the age of conversation.”
- “If you are not working for change, you are not worth talking about.”
- “Great conversations are grounded in social good.”
- “If you’re not part of the conversation, you can’t do anything good...no one is talking about you!”
- “The more people talk, the more action happens...and conversation leads to action!”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**"If I don't know what you stand for,
I cannot stand beside you"**

- Jon Duschinsky

Getting the conversation started...

1. What is the problem you want to solve?
2. What do you want to say and what does the world want to hear from you? Find the connection between the two.
3. What is your belief system? What do you stand for?
4. What is your idea? What will you do that will get people talking about you?
5. How can people join you and get involved?
6. How are you going to listen to them and react?

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Innovate like an Israeli
- Janet Sernack



Adversity breeds inventiveness and innovation

- “Don’t expect others to fix things for you... do it yourself.”
- “Be disruptive... lead against the current”
- “Confront the conflict”
- “Have no fear of ideas, resist the rules, experiment and set impossible goals.”
- “Be what you want to achieve.”



creativerse.

BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



Deep Conversation 1: Learning to Embrace the Future

Presenter Highlights

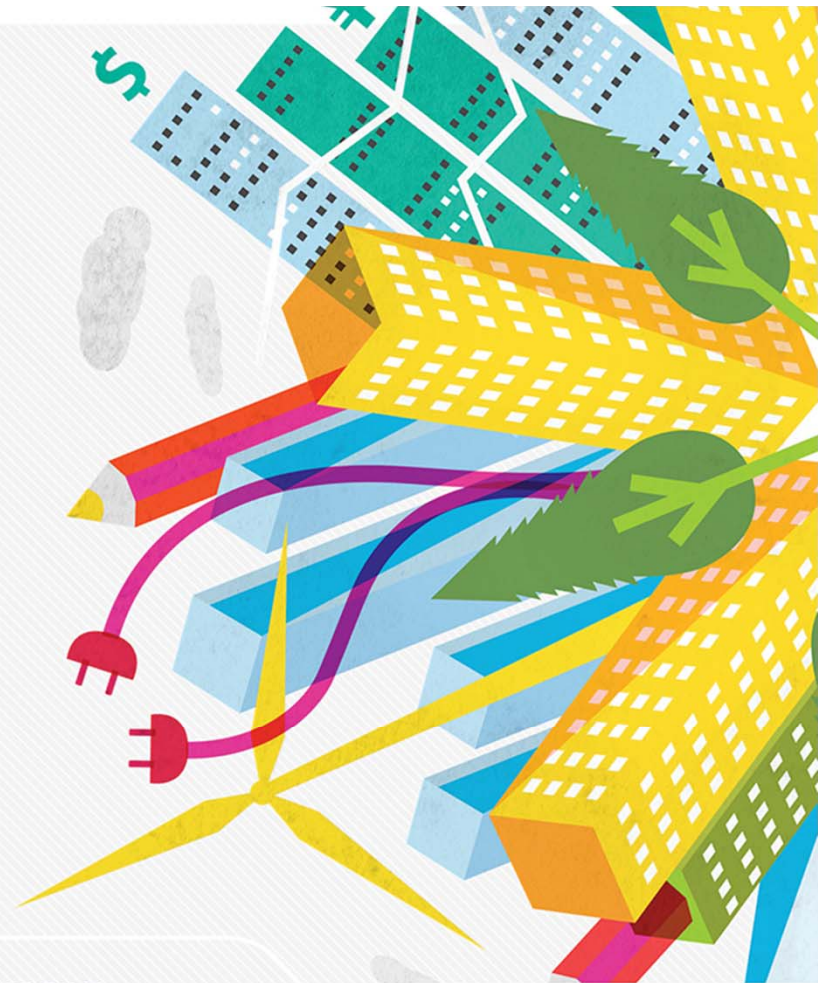
PROUDLY
SUPPORTED BY

Mondelēz
International



creative
universe.

ci2013.com.au



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**We need to completely re-think
education**

- Meagan Fallon



***To learn, unlearn and relearn is critical for us to establish change
as a concentric approach***

- “There are 875 million illiterate people in the world today. Barefoot College aims to eradicate this!”
- “Literacy is education on relevant and pervasive issues in a community.”
- “System wide change through decentralisation is the only possibility for long term sustainability.”
- “Decentralised model is the solution to reduce illiteracy and puts the model in the hands of the local population.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Innovation must be planned
and organised

- Rufus Black



Universities are well behind the starting blocks in the race to the future.

- “Expertise is a commodity available anywhere, anytime.”
- “Students are now directing learning.”
- “It could be highly rewarding to take intellectual ideas and do something with them.”
- “Break out of traditional systems - we have to find totally new ways to embrace learning.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**We have to make learning
seductive and limitless**
- Prof. Stephen Heppell



Kids don't need our \$\$\$, they just need our trust so that they can come up with ways of learning better

- “Traditional school education is where we rang bells and expected kids to be simultaneously hungry.”
- “When people talk about Massive Open Online Courses the rhetoric is missing the value of interchange between students as a way to build the university.”
- “Mobile phone as learning environment, learning platform and teaching adversary, instead of unwelcome distraction.”
- “Universities need to be sprightly and have a deep integration of tech along with relationships with mentors and peers.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Meaningful partnerships essential for future of universities

- Dr Alan Finkel AM



Universities should allow passions and talents to grow and flourish, not repeat the churn model of course delivery

- “Technology should ADD to the teacher student face to face relationship not replace it.”
- “Future of Universities: 1. meaningful partnerships & global connections, 2. Technology, 3. building brand & quality”
- “The future of universities will be in employability. Technology won't replace face to face or bricks and mortar but will enhance.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

So the undercurrent is “let’s get
of the way of young people
learning and feed their
potential”

- Richard Bolt



No greater social responsibility than to take part in the education of young people

- “We need to optimise the first three years of our children’s lives.”
- “Education has to be at the forefront and it must also be following.”
- “Nature and nurture are symbiotic in the way that we are.”
- “The curriculum is crowded... but there is a core that must be learnt.”
- “In the future of education need to empower the child and engage him in the process.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**A real education is learning
about your family, community
environment.**

- Bunker Roy



“Never let schooling interfere with your education” – Mark Twain

- “Challenging the definition of education”
- “You have to be copout, a dropout, or a washout to be accepted into The Barefoot College.”
- “Men are untrainable so we focus more on training women esp. grand mothers!”
- “Barefoot College trains illiterate rural grannies in India via sign language to be solar engineers.”
- “Need to train the people who will stay in their community if you want that community to benefit from the learning.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



Deep Conversation 2: Are You Ready for the Race to the Future?

Presenter Highlights

PROUDLY
SUPPORTED BY



ci2013.com.au

BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®





RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Are you willing to give up the
panda, or will you just focus on a
different panda?

- Bjorn Lomborg



We focus on things that feel good versus those that do good

- “Most of the meaningful and useful innovations come to us gradually ... and do not disrupt, rather enhance our life.”
- “Disruptive, meaningful change is slow... irrelevant change is fast moving. Take electrification, one of the greatest innovations – 125 years after it was invented, there are still communities that have no access to power and clean water... yet they have Facebook!”
- “The answer to solve the important issues is for the world to come together...for us to set global goals and have a global agenda.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

What if we stopped racing?

- Jon Duschinsky



For all the things we have done, we're not making great headway – so why race?

- “Money doesn’t solve problems – it makes things worse! The moment you throw money at the problem, you stop looking at the problems, rather the symptoms.”
- “We need to start looking at the real problem – can’t do this if we are racing.”
- “We need to start talking about the things that matter ...we need to have big conversations and create movements.”
- “Community and relationships are the key to survival and sustainability.”
- “The systems that got us to where we are today will not serve us tomorrow – it’s time to do things creatively and differently.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

More “do”- tanks versus “think”- tanks

- Peggy Liu



We need to look to different communities and build cultural bridges

- “The future is exciting...but we need to look at it differently and as one – at the whole system.”
- “We need to learn to be social, respond across borders, play across sectors to respond to the big issues.”
- “We also need to stop talking and start doing...we do far too much talking and so little doing.”
- “What good is growth if it is not relevant...we need to be effective and relevant.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

The trouble with our times is
that the future is not what it
used to be...

- Scott Anthony



Get busy living, or get busy dying!

- “We over-estimate the impact of change in the short term, but under-estimate what happens in the long term.”
- “Innovation is transforming everything...what we know now will not be relevant tomorrow.”
- “Get on your bike and start riding...” We won’t make things happen by simply talking about them!”
- “To find the answers for tomorrow... go on the fringe and find the aliens (the people in the corners of your organisation) – they will give you an insight of what the future holds”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**We need to stop looking for
our leaders and start
leading ourselves!**

- Jason Drew



Think about what, why and how....then do it!

- “Everything is changing, but the way we are changing needs to change.”
- “We need to get serious about the here and now... and loosen up about the future, and think creatively.”
- “We need to start getting real and about the things that matter – “if you don’t stand for something, are you willing to fall for anything?”
- “We need to get the metric right... and trans-national and appropriate leadership.”
- “We need to redefine the institutions of the 21st century...close our current institutions and start again.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



Education: The first step in the race to the future

Presenter Highlights

PROUDLY
SUPPORTED BY

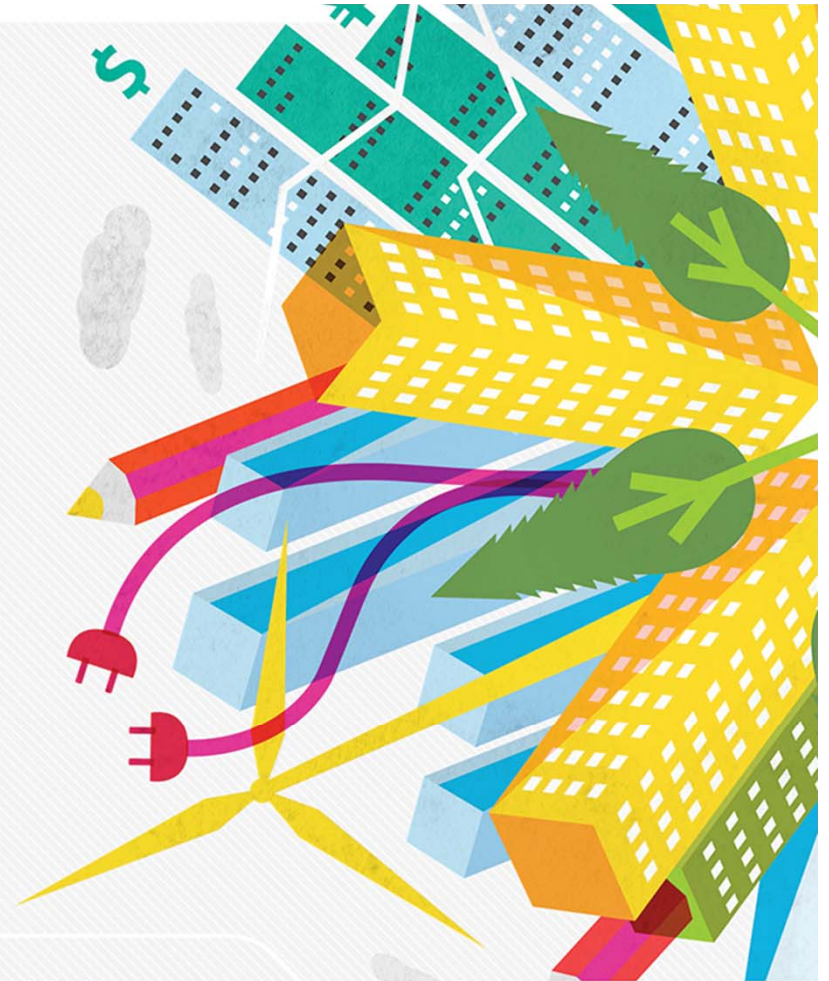
Mondelēz
International



creative
universe.

ci2013.com.au

BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®





RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Why Many Shades of Grey Matters - *Richard Bolt*



Thinking and learning for tomorrow's challenges

- “Need to teach our next generation to understand global leadership, global economy and creativity.”
- “We need to encourage our children to broaden their views and value sets.”
- “To be creative and innovative... we need to think and organise differently.”
- “Education is at the heart of building a corporate and global community.”

creative
universe.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

... literacy for literacy sake is
pointless... needs to be a use
and application for it

- *Bunker Roy*



40 years of innovation in education

- “Education should be used for good ... for learning a craft to sustain communities.”
- “Competence, confidence and belief is the definition of a professional” ... and not the qualification they hold.”
- “There has to be an incentive to learn.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Personalisation of education
is the future.

- Tom Bentley



Australia is no longer at the top of global education rankings

- “Education should not be a matter of politics but community.”
- “We should have a choice of what we learn and access to good quality education”
- “We need to go to the learner: self-directed learning has unlimited potential... it is self-generating and motivating.”
- “We need to start asking how applicable the skills that kids learn today prepare them for the future.”
- “We need to find the best of innovations around the globe and build on them.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

... a turned off device is a
turned off child...

- Dr. Stephen Heppell



Race to the Future: Total Learning

- **Total learning** “means to look at every detail of how we teach and do it differently”
- “education has to be playful, seductive and collaborative”
- Mix students up – “use children as tutors ... encourages leadership, role modelling, and promotes admiration”
- “every child is gifted and talented... we just don’t assess or teach them well”
- “trust our children and ask them how to make learning better”
- “trust and ambition is what takes to create change and connect to the future”
- “step into schools and encourage them to run in a business-like way”

creative
universe.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



Entrepreneurship: How to be an Innovator

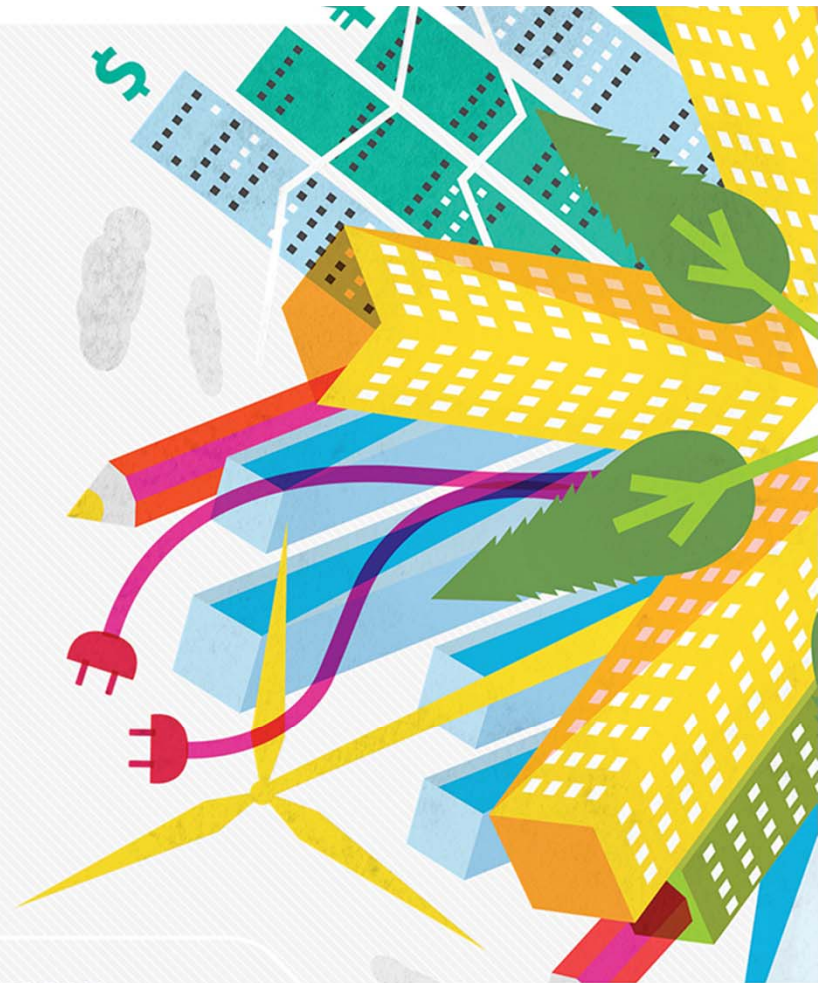
Presenter Highlights

PROUDLY
SUPPORTED BY



ci2013.com.au

BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®





RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Innovation is useless if no-one wants to buy it or use it!

- Doron Ben-Meir



Innovation = Invention + Adoption

- “To raise money ... and sell your idea ... you have to be inspiring.”
- To do this, “you need to engage both your left brain (logical) and right brain (creative and emotional)”
- “The best source of money is your customer – but you need to deliver well and fulfil your promise.”
- “To fund and sell your idea ... means knowing your business, your partners and your product deeply.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

If you want to change the world, you need to work in the belly of the beast

- Scott Anthony



Corporate Catalysts helping Large Organisations Win Race to the Future

- “Innovation is more affordable than ever... starting a business is easy, but building a business has never been harder.”
- “Start ups should consider working within and through a big organisation – big organisations have the platforms to change the world – they are highly connected.”
- “But... these large organisations need to have a culture of innovation, dream big, be purpose driven and build coalition.”
- “Best way to learn entrepreneurship is to do it...but not everyone can be an entrepreneur, it is a combination of personality and proficiency. You can teach the latter, but you can’t learn the former!”

creative
universe.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



Ethical Leadership: Complex Dilemmas, Practical Solutions

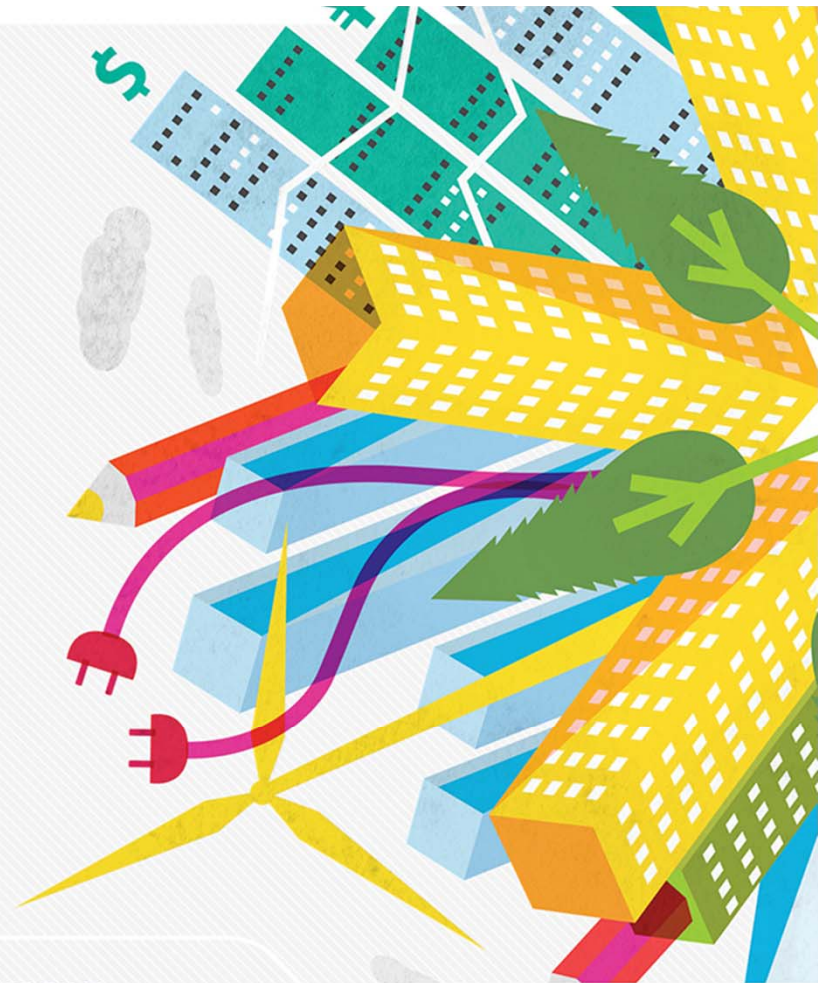
Presenter Highlights

PROUDLY
SUPPORTED BY



ci2013.com.au

BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®





RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**We won't have ethical
leadership...until we share
equal power**

- Elizabeth Broderick



- “Ethical leadership is underpinned by dignity and respect... basic human rights.”
- “We need to loosen men’s grip on power” and “we need powerful men to influence other men to step out!”
- “It is about making it harder for men where it has traditionally been tougher for women.”
- “We need to break away from the idea that an ideal worker is available 24/7 and has no obvious caring responsibilities.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

There is a lot to say for
moral courage...

- Carol Schwartz AM



Moral Courage + Strategic Vision = Ethical Leadership

- “Ethical leadership is about opening issues up and looking at all options... a simple ‘yes’ is no longer applicable, especially in the future.”
- “Whatever we do, we need to stop talking about the issues... and start doing something about them.”
- “We need to re-write and change the agenda.”

creative
universe.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

There is unrecognised diversity
everywhere!

- Deborah Cheetham



Ethical leadership is underpinned by honesty

- “To lead ethically means to understand who we are, how we live today and how we arrived at this moment.”
- “It is about asking ourselves if we have the appetite for the truth – we are still avoiding some deep truths ... we have some deeply held beliefs that need to be challenged before we can change our culture.”
- “The gap we need to close is ignorance... we have shared issues”
- “We need to understand diversity... we do not understand diversity here.”
- “There is enough for everyone, but not everyone has enough...that’s at the heart of ethics.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

We need to embrace the
deeper tradition of thinking
and collaboration

- Rufus Black



Reconnecting with the traditions of our community...

- “Knowing what is right is so hard today ... we’re a fractured community ... we’ve disconnected with each other and our moral traditions.”
- “It’s hard to do what is right – peer pressure to conform is so strong and this makes ethical leadership hard.”
- “Leadership is about wearing the cost of speaking truthfully... are we ready for that?”
- “We need to get out of the ‘either’/ ‘or’ debate... and create some global norms”
- “We need to re-write the script... it is old now ... our systems and agendas don’t open us up to change.”

creative
universe.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



The Gala Dinner Grand Debate: Optimists v. Pessimists

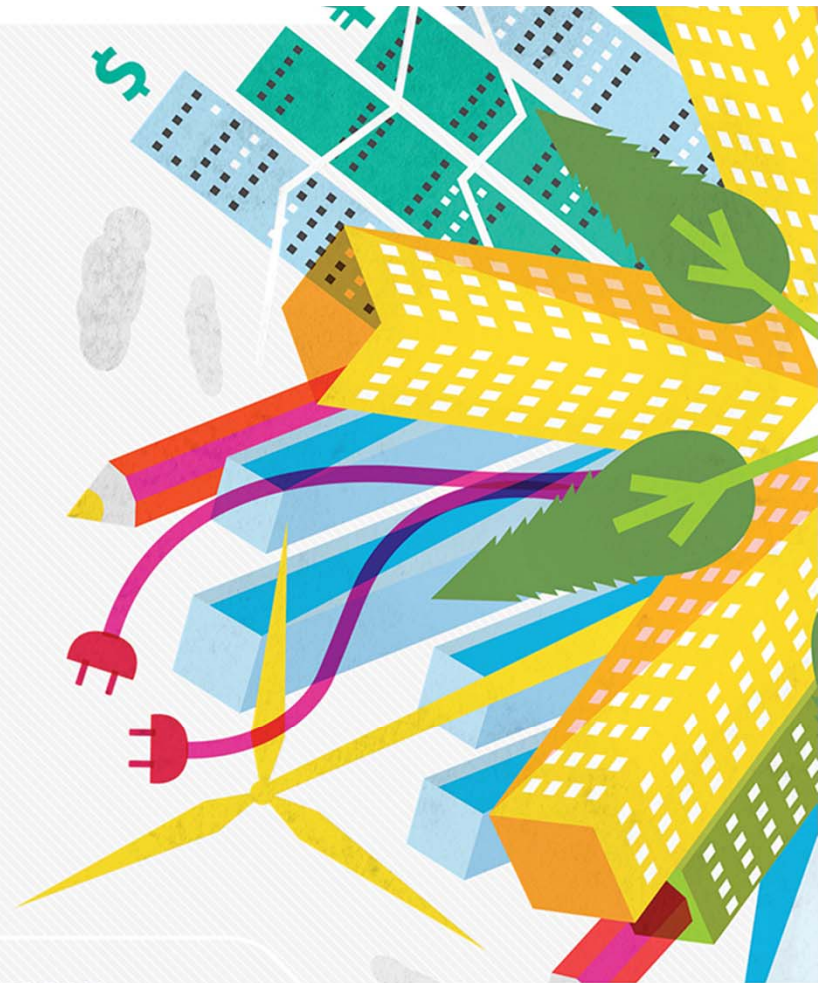
Presenter Highlights

PROUDLY
SUPPORTED BY



ci2013.com.au

BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®





RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

*Bjorn Lomborg,
Peggy Liu,
Dr Alan Finkel AM*



Optimists

- “The future holds freedom – it offers the opportunity for people to move around, have more access to resources, good food and clean water.”
- “Keeping secrets is getting harder – we now have an opportunity to hold our leaders accountable.”
- “The future is about more” – life expectancy and giving back to nature.”
- “Most things will be better because of innovation – nuclear power will only be safer and imagine growing hearts!”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

*Prof Stephen Heppell,
Scott Anthony, Steve Vamos
and Tania de Jong AM*

Pessimists



- “2050 is only as far away as 1976”
- “The future is about living in fortresses, protecting ourselves from ourselves.. Innovation has run amok!”
- “We will be more connected than ever – but if we keep living in our bubbles, speaking to each other through facebook and twitter, we’ll not be having real conversations.”
- “The future is about more – more obesity, more pollution, more buildings and people living longer!”
- “Technology just gives us things we don’t need – the really important things of yesterday are still the same!”

creativerse.

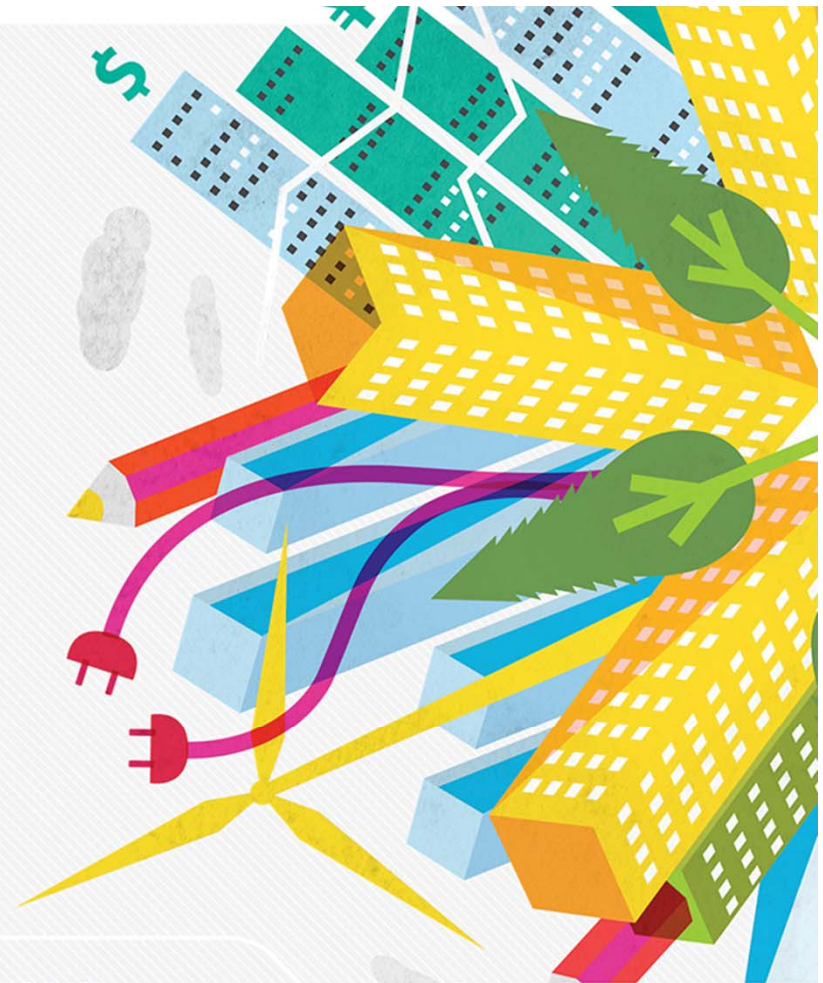


BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



Environment, Energy, Sustainability: Utopia or Dystopia?

Presenter Highlights



PROUDLY
SUPPORTED BY

Mondelēz
International

CAN

creative
universe.

ci2013.com.au

BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**Limits to Growth: Still
Wrong, Still Influential**
- *Bjorn Lomborg*



- “Our innovation has outpaced our use... we were told we’d run out, but we’re not running out, we’re creating substitutes and alternatives.”
- “We’ve also learned how to do more with less – we haven’t expanded our farmland, we’ve trebled our output.”
- “It’s important to look at the overall picture ... and not just at the ends of the spectrum or the minutia.”
- “Recycling and organic farming, while making us feel good, will not change the world.”
- “We need to focus on the right things – more efficiency, less cost, etc.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

**We need to focus on taxing
carbon consumption not
emission!**

- Dr Alan Finkel AM



The Electric Planet

- “By cleaning up our energy supply and generating lots more of it... we could eliminate about 80% of our CO₂ emissions.”
- “...electric powered cars could travel 3x as far as naturally gas fuelled cars; taking energy indirectly to heat water gives us 1.5x more hot water...”
- “Wind, solar, nuclear and natural gas is the answer for the future.”
- “Every year, our energy demands go up by 2.5% and our clean energy resources are not keeping up but, we need strategic and political agreement.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

We need to reimagine prosperity

- Peggy Liu



Importance of Changing Mindsets

- “The only way to create change is to touch hearts.”
- “We need to communicate a new prosperity vividly... we need better visual storytelling across all media.”
- “We need to stop taking things for granted... children need to be taught to live frugally, to recycle and be efficient.”
- “We need to focus on **transforming desire** rather than transforming supply.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Leadership and intuitive wisdom - Charles Kovess



- “The planet is in peril of extinction if everyone of us doesn't speak the truth now.”
- “Truth gets rid of the passion-killers but you can lose your job.”
- “Passion comes from your soul... Use intuitive wisdom & tap into your soul. How can you lead if you don't know who you are?”
- “9 F's to be a great leader: Family Friends Faith Fun Forgiveness Freedom Fortitude Philosophy & Fornication!”
- “Intuition is far more powerful than mental thinking because you are tapping into the collective consciousness.”
- “Are you driven by love or fear as a leader? You are either expanding or shrinking. Take the risk.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Leadership and business success in the age of endless and rapid change

- *Steve Vamos*



- “Recognise the potential of your people and trust them to deliver then listen and act.”
- “Success is a holistic thing, organisations need to involve their people to achieve success.”
- “Define success and align people with that definition.”
- “Your value/potential = what you know + your connections”
- “Having no domain expertise can be an advantage, you can listen & learn...role can then be to enable, coach & help”
- “Defining success with all stakeholders and see the big picture - that's the role of good leadership.”
- “What will leadership success look like for Australia? We need to stop the inertia and act now as change is too slow.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

How to win in the sustainability revolution?

- Jason Drew



- “3D printing and digital printing will be more powerful than the internet revolution.”
- “Singularity will be here in 5-8 years. A time when artificial intelligence advances beyond human understanding.”
- “Principles that we need in the race for the future: 1. Durability 2. Upgradability 3. Closing loops in business”
- “Brilliant use of insects to create feed for fish farms”
- “You mustn't accept , you must question everything. Embrace creative thinking to find new solutions.”
- “Don't follow the herd. Go and fetch your ideas using wonky thinking. Collate these ideas into innovation!”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Leadership in the age of shared value - Jon Duschinsky



- “Do you ever have those moments when your sipping a coffee and imagining yourself changing the world. What did you do next?”
- “Organisations organise problems. They don't solve problems. Everybody has to be a leader in solving problems.”
- “The more good you do, the more money you can make. I don't care what you make, I care about what you're made of!”
- “If I don't know what you stand for, I can't stand next to you..concept of shared value!”
- “How do we go from organisation to solution? Stop shifting deck chairs and read the map of knowing how to shift to solution state.”
- “The transformation model: Compulsion. Commitment. Confidence. Action. Vision. Values. Empowerment.”

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®



RACE TO THE FUTURE. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.

Thank you for attending Ci2013!😊

Lock in dates for Ci2014 now... 19-21 November

creativerse.



BRAND BY SALTREECREATIVE.COM
BRANDING4PROFIT®