

THE 2013 MASTER CLASSES

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Ci2013 Pre-Conference Master Class Program

Creative Innovation 2013 will include a range of Master Classes led by some of our keynote speakers and other outstanding creativity and innovation experts.

Wednesday 27 November (9.15 - 11.15 am) including morning refreshments

1. Scott Anthony (Singapore)



Beating the Odds When Launching a New Venture

Scott D. Anthony is the Managing Partner of Innosight, a boutique consulting and investment company that focuses on strategic transformation, disruptive change, and business model innovation. Based in Innosight's Singapore office, he also leads its Asian consulting operations and its venture-capital investment activities. He has authored five books on innovation, including *The Little Black Book of Innovation* and *Building a Growth Factory* (Harvard Business Press).

ABOUT THE MASTER CLASS

Innovation appears to be an irrational act. After all, most ideas fail to achieve any kind of commercial success. 50 percent of new businesses fail in their first four years. 75 percent of companies that receive venture capital investment never return any capital to their investments. Most corporations have innovation success rates ranging from 10 to 20 percent.

It's natural to think that these poor success rates result from the failure to generate good ideas. However, what distinguishes success from failure isn't the quality of the initial idea. It is the process by which an idea gets translated into impact.

In this Master Class, Innosight Managing Partner Scott Anthony will describe how to beat the odds when launching a new venture. He will draw on his company's unique experience advising some of the world's most innovative companies and investing in and incubating startup businesses in the U.S., Singapore, India, China, and Indonesia.

You will learn:

- A practical process to manage strategic uncertainty
- How to zero in on the key risks that can derail early-stage ideas
- Best practices in designing, managing, measuring, and interpreting market-facing experiments
- How to build a corporate culture that supports experimentation
- How to address the leadership challenges at innovation's first mile

2. Stephen Heppell (UK)

Student led learning design



Professor at Bournemouth University, Chair in New Media Environments; One of the most influential academics in the field of technology and education globally.

Children redesigning their own learning spaces: engaging, effective, affordable, unexpected, agile, theirs. What's not to like?

This Master Class tracks four student led projects, in Spain and England, and offers a step by step guide of how to follow in their footsteps, including feedback from the students themselves of their expectation about what comes next.

If you thought co-construction was effective, you ain't seen nothing yet!

3. Dr Ann Quinn



Become the CEO of your Life

From Grand Slams to Gold medals and World Champions, Dr Ann Quinn has a long track record of creating winners. In addition to inspiring athletes to achieve their greatness, she also coaches executives to conquer their stress, get energised, build their mental toughness and resilience and to Be Extraordinary. With passion and energy, Ann shares her experiences from consulting high achievers on 6 continents and in more than 30 countries.

ABOUT THE MASTER CLASS

In this Master Class, learn how to Become the CEO of your own life and create a winning game plan for an Extraordinary Life.

Conquer your Stress

- Learn what really stresses you and drains your energy. What area of your life do you need to focus on the most?
- A sign that you are overworking is irritability, hypertension, impatience and a loss of drive and determination. Working too hard is not good for anyone. Plan to recover to win, in and out of the office.
- Get clear on the life you would love to live. Decide your priorities. Set yourself up with goals that really drive you.

Energise You

- Exercise to keep fit. Not only does exercise improve your fitness and strengthen your body, it increases your energy level. Be ready to be energised!
- Find out how to fuel your body with premium fuel.
- Learn the secrets and success routines of top athletes so you can believe in you and radiate a positive, confident attitude.

Optimise your Life

- Be open to the flow of life. Have fun. Give yourself the gift of the present. Tune in within and be guided to your greatness.
- Discover how your environment can make a real difference to your well-being.
- Work smarter, not harder. Less is more. Prioritise your priorities. Plan to win at work and in life.

4. Dr Amantha Imber

How to turn your organisation into a lean, mean, innovation machine



Dr Amantha Imber is an innovation psychologist, best-selling author, and founder of innovation consultancy Inventium. Inventium was recently awarded the BRW Client Choice Award for Best Management Consultancy. Amantha has a PhD in organisational psychology and has helped companies such as Coca-Cola, LEGO, Red Bull, Deloitte, McDonalds, Qantas, Commonwealth Bank and many others innovate more successfully.

Amantha is the co-creator of the BRW Most Innovative Companies list. She writes regular columns on innovation for Australian Business Solutions and Leading Company and is the author of *"The Creativity Formula: 50 scientifically proven creativity boosters for work and for life"*.

ABOUT THE MASTER CLASS:

Having a lean, fast and customer-focused innovation process is critical to driving innovation as effectively as possible. However, many organisations, particularly larger ones, have flawed innovation processes.

Some of the most common problems we encounter when working with companies to improve their innovation process include:

A process that is overly bureaucratic; Decision making that is characterised by analysis paralysis; A slow and inflexible process; A process that starts with idea generation, rather than actually understanding what customer problems are going to be the most effective and profitable ones to solve; An unbalanced process that favours either the front end or back end.

If you can relate to any of the above problems, then don't miss this Master Class. It will cover:

- What big companies can learn from how startups innovate
- Practical techniques that will enable you to be lean and nimble in your approach to innovation
- The eight absolutely critical stages in a best practice approach to innovation, according to what has been scientifically proven to work
- A stack of easy to apply tips that will radically improve your current innovation process
- How to measure the effectiveness of your current innovation process, and understand how to eliminate key bottlenecks

Wednesday 27 November (2.15 – 4.15 pm) including afternoon refreshments

5. Jon Duschinsky (Canada)

Are you really worth talking about?

Jon is an observer, a thinker and a cage rattler. He thrives by constantly looking at the world around him, thinking about it and using these observations to drive new and creative thinking that challenges the status quo. He is the CEO of The Conversation Farm, a global agency that develops ideas to change the way people think about problems.



The agency grounds its work in social innovation and builds new conversations for some of the world's most innovative organisations in more than a dozen countries. You don't want to miss this one opportunity in 2013 to see Jon in Australia and to join him on a fast-moving journey into the future of advertising and marketing.

ABOUT THE MASTER CLASS:

Today, companies and charities find themselves fighting to sell their products and services in the same way as they have done for the last 40 years - by entertaining us.

And it's not working.

You cannot out-entertain people anymore. You cannot out-shock them anymore. So how do you communicate your business or your cause? How do you connect with people when the power-base has shifted and they don't need to listen to you anymore?

In a world dominated by peer-to-peer and social innovation, he will challenge you to look at your business differently and find ways of talking about it that will make others talk about you.

You will leave this session inspired, ready to get out there and understanding:

- How to out-intrigue, rather than out-entertain your audience and how this will help you rapidly grow market share
- The importance of giving people something intelligent that gets them thinking
- How to equip others to talk about you and become advocates for your organisation

6. Tim Dalmau and Jill Tideman



Ethical leadership for a sustainable future

Tim Dalmau has worked for the last 34 years as a consultant. He is one of Australia's foremost management consultants, the author or co-author of an extensive selection of books and other publications. His practice covers the world, advising leaders of corporations and engineering focused companies in the resources and manufacturing sectors, working with Boards and senior teams, and designing systems for

change. Jill Tideman has 24 years experience in facilitating sustainable change in public and private systems in Australia, the UK and the USA. She is a renowned coach, change designer, educator and advisor to mid and upper management across the resources sector, steel industry, sugar production, engineering, mining, education and road transport.

ABOUT THE MASTER CLASS:

This Master Class starts from the proposition that we need to fundamentally re-think the nature of the relationship between organizations and corporations and their social, economic and physical environments. Very few of us on the planet would continue to believe that the world exists for our exploitation, but equally few have a clear picture of what a sustainable future would actually look like; sustainable in social, economic and physical terms.

Nor can many of us articulate clearly whatever pictures of the future we do have would ask of us in terms of change: change on all levels from the most superficial of how we behave through to the who we are as persons, our core identity as individuals.

Far less of us have put together a framework of what both of these conversations might mean for our own leadership of organizations and corporations, and the leadership by others of these same institutions.

You will take away from this Master Class:

- A clear framework that allows you to distinguish how ready an organization is to work effectively in a contradictory and chaotic future
- A framework for the type of leadership that will foster such organizations
- Clear questions to guide your own choices about how to lead and influence best for that future and an ethical framework to support these choices.
- A process for making these choices yourself and for helping others make them

Come to this workshop if you are curious, wish to see alternative perspectives, have your thinking challenged and understand what the future will ask of you and other leaders into the future.

7. Roger La Salle

INNOVATE or PERISH – There is no alternative!



Roger La Salle is a professional engineer, a director of a number of companies and a successful business entrepreneur. Roger developed and documented his special way of thinking, now referred to as Matrix Thinking, in the four books he has now written based on this simple but effective approach.

Matrix Thinking is now licensed in more than 26 countries and to one of the world's largest consulting firms, Deloitte, and is delivered in this form as e-learning modules the world over. Not only does Roger talk on innovation and business building, Roger is also actively involved in business and over the years has created four companies based on his own ideas.

ABOUT THE MASTER CLASS

Learn the secret to business building and how to mitigate the single biggest risk in business.

This is an interactive session that will have you thinking on your feet, innovating, finding a new understanding of business. Why people buy things and how business works. You will come to embrace and understand the one single biggest risk in business.

It is guaranteed that somebody in this session will conceive a patentable new product or service less than 4 seconds once the challenge is laid down and the methodology applied. And the material is takeaway for you to use at your leisure to build your business.

Key outcomes:

- What is innovation and Why Innovate?
- What is the consequence of failure?
- Why does anybody purchase anything at all – there's only one reason.
- What is the biggest risk in business – how can we remove that risk?
- What is "coupling" in business building and how does that improve outcomes?
- Do I have a good idea – a simple exercise will tell you.
- What is an opportunity – is there a method of finding one – Yes it's easy.
- How does Matrix Thinking work to get everybody thinking together but "outside the box".
- How to embed this "outside the box thinking" into your business as part of its culture

8. Charles Kovess

Key strategies to create the mindset to master the future



Australia's Passion Provocateur; Author: Passionate People Produce, and Passionate Performance, and co-author of "The 7 Heavenly Virtues of Leadership"

ABOUT THE MASTER CLASS:

In this Master Class, Charles Kovess will inspire you, enthuse you, envision you, provoke you and teach you strategies and mechanisms that will increase your ability to take responsibility for your future and the planet's future.

Times continue to change but how do you want them to change? If you don't take responsibility, you will be leaving the future to others to create, and that is a bigger risk than doing nothing! Yet it certainly takes passion and courage to stand up and be responsible. When you choose to take responsibility, you can experience a life that is both fulfilling and generates outstanding results!

Key outcomes and issues to be covered include:

- Understanding the pressure to conform and be like others, rather than to take responsibility
- Identifying the specific pressures in society that seduce you into a 'no responsibility' mindset so you can resist them
- Exploring ways to adopt a philosophy and principles to guide your behaviours and decision-making when the future arrives and you need to select from difficult choices
- Understanding the difference between accountability for the future and responsibility for the future
- Aligning your passion for a future that you want and your day-to-day decision-making
- Strategies to access the courage you need to take responsibility
- How to maintain your initial momentum when the blocks arrive to stop you
- Linking your actions to take responsibility with sustainable business success in an uncertain future.

Wednesday 27 November (4.45 – 6.45 pm) including afternoon refreshments

9. Janet Lea Sernack (Israel)

Innovate like an Israeli



Janet Sernack is the Founder and CEO of ImagineNation™, an Israeli Start-Up that is an imaginative, generative & provocative global learning company consulting globally.

Janet gained her consulting, education, facilitation, training and executive coaching skills, from over 30 years of experience in the manufacturing and retailing and learning and development businesses to Australia's top 100 companies as Compass Learning.

ABOUT THE MASTERCLASS:

Hailed as the “world’s laboratory”, Israel has an enviable reputation as the ‘Start-Up Nation’, providing evidence of economic success through authentic entrepreneurship, cutting edge inventiveness and ‘out of the box’ thinking. The ability to understand and identify the generative challenge, plus the ability to ‘zoom in and zoom out’ through audacious leap goals and generative inquiry and debate delivers astonishingly creative and innovative results!

In this Master Class Janet will share the secret ingredients behind this tiny nation’s global success and leadership in disruptive high tech innovation through its “provocative competence”. She will describe how it can be emulated, enacted and embodied within an innovative business eco-system, corporate culture development and learning context.

You will learn:

- A pragmatic and non-theoretical way of being innovative.
- How Israel built an innovative eco-system and why they are the key to a sustainable and flourishing global future.
- How Israelis innovate through colliding “necessity” and “possibility” and what enables its success.
- How to develop the intrinsic motivators, mindsets and behaviors of effective innovation management and innovative leadership.

10. Cyriel Kortleven (Belgium)



Lss=mr (Less is beautiful)

Cyriel in 21 words: an International speaker, Master of Interaction, 21Lobsterstreet, Knight of NOW, inspirator, author, human being, brainstormsessions, large groups, creativity, improvisation, interaction, timespiration, present

ABOUT THE MASTER CLASS

This Master Class focuses on an under-exposed topic in the domain of creativity and innovation. Normally the new ideas and implementation get all the attention but we forget that we also need to create 'time and space' to allow these new innovations to get born.

Everybody knows the expression 'Less is more' but applying it in your daily life is quite challenging. We live in a society with an abundance of products and services, connections, technologies and information but a downside is that we almost get paralysed by the choices and possibilities (burn-outs, stress and less and less time for the really important things in life).

This Master Class will give you insights in the exaggerated search for efficiency and the paradox of choice. Get inspired by loads of examples from very different industries and learn how you can apply three simple principles to experience 'less is more': start to stop, simplify and letting go. We will apply these principles to your own challenges.

- Discover how the principle 'less is more' can have a big impact on your innovation power
- Experience the paradox of choice and the disadvantages of a very efficient organization
- In small subgroups, you'll be doing very practical exercises on your own business case to experience the 'less is more' principle.
- Get inspired by a lot of (business) examples how you can apply less is more in your own organization
- Go home with very practical tips and tricks to do more with less effort.

11. Dr Linda Friedland

E 6: Empower, Embrace, Eat, Exercise, Energise, Enrich



Linda Friedland is an international health expert, medical doctor, television personality, well-regarded international speaker, corporate advisor and a bestselling author. She is an authority on corporate health & wellbeing as well as women's health, stress management, parenting & lifestyle interventions.

ABOUT THE MASTER CLASS

This Master Class focuses on creative ways to enhance your personal health, performance, mental stamina, energy and vitality. Dr Linda Friedland provides you with a blueprint and a plan to take charge of six essential action areas in your life.

Empower: Take charge of your own life, your perceptions, your physical body, your self-image, your relationships, your time and especially your health.

Embrace: Learn to nurture yourself, instead of expecting nurturing from others. Understand how emotional health is at the core of optimal functioning.

Eat: Choose the right food for nutrition, pleasure, mood and mental stamina.

Exercise: Choose and maintain the right exercise program and combination of strategies to maintain great health throughout your life.

Energise: Understand the new *Energy & Performance paradigm* and incorporate effective stress relief techniques that work for you.

Enrich: Challenge and grow your spiritual muscle. Ensure best ways to live with passion, purpose and a deep sense of meaning.

12. Gabrielle Dolan and Yamini Naidu

HOOKED! Storytelling for Success



Gabrielle Dolan & Yamini Naidu are co-founders and Directors of One Thousand & One. They are global thought leaders in storytelling and business communications and co-authors of *Hooked: How Leaders Connect, Engage and Inspire with storytelling*.

ABOUT THE MASTER CLASS

In this Master Class Gabrielle Dolan and Yamini Naidu will inspire you to take control of your own personal race to the future and rule your world. As ancient Hopi wisdom says 'The one who tells the stories rules the world'. Are you ready to rule your world?

Gabrielle and Yamini promise to make you comfortably disturbed as you learn how to connect, engage and inspire through the art of storytelling. They believe that in your race to the future, stories can save you time, win new clients, help you get that next promotion and communicate your messages in a way people remember and understand.

Key outcomes and topics covered are:

- Determine your own storytelling IQ
- Uncovering what is a story and what isn't a story
- The difference between traditional storytelling and business storytelling
- Understand the importance of emotion in business
- Lessons from Aristotle
- Explore the curse of knowledge
- Construct a story for one of your current business challenges
- Use storytelling for powerful personal branding
- Plus heaps of tips, examples and secrets along the way