

IGNITING THE SPARK:

How Creativity & Risk
Drive the Innovation Engine



Recently voted **the best speaker** to ever present at Google EMEA HQ

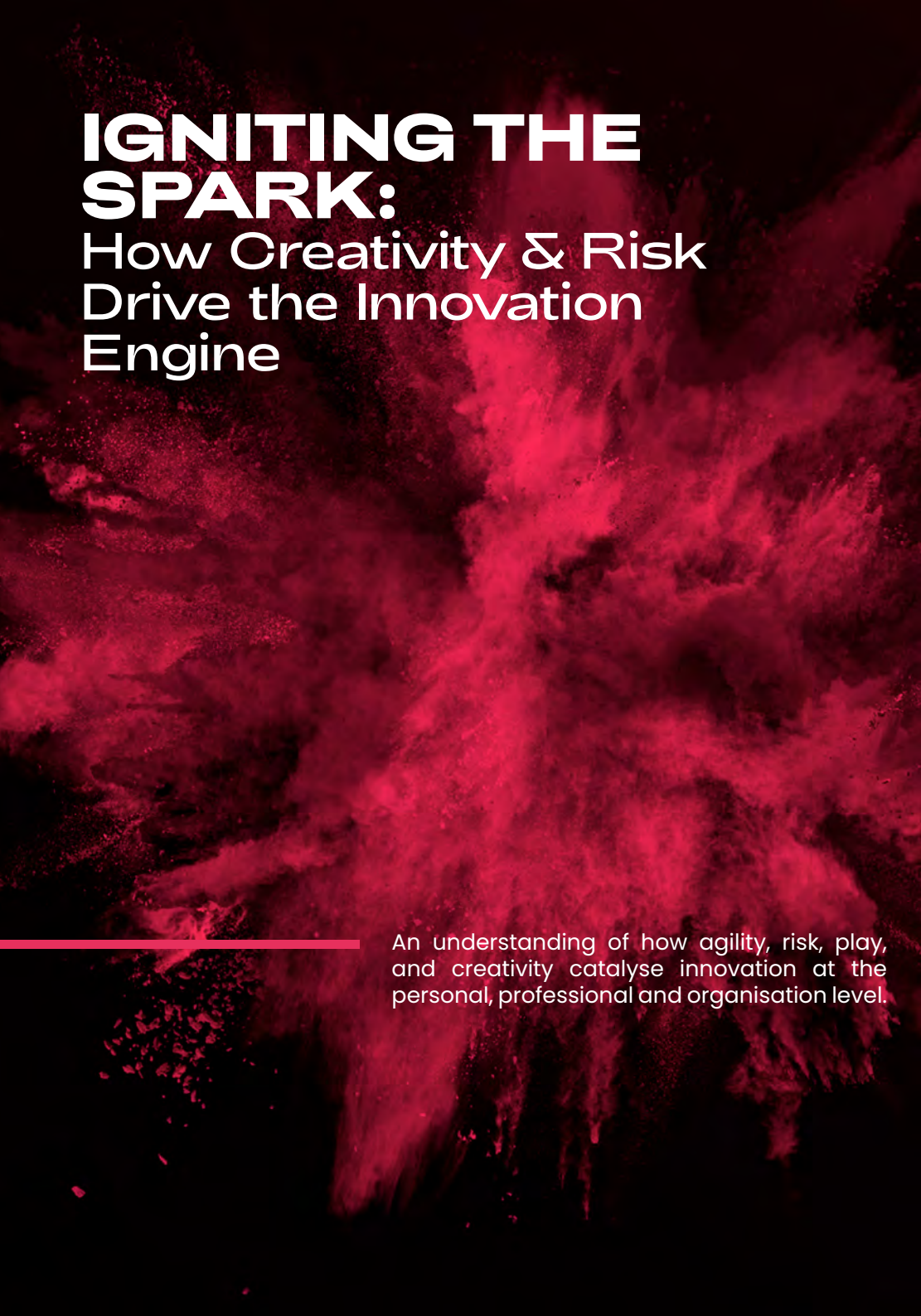


**KEN
HUGHES**

Leading consumer
behaviouralist &
customer experience
strategist



The King of Customer Experience



IGNITING THE SPARK:

How Creativity & Risk Drive the Innovation Engine

An understanding of how agility, risk, play, and creativity catalyse innovation at the personal, professional and organisation level.

Speech Abstract

Habit & Routine are the enemy of creativity, but most of us sit at the same desk, in the same role, surrounded by the same people every day. The same environmental stimulus, the same mentors, the same organisational structures, facing the same issues, routinely solving the same problems. If we are to truly engage with new opportunities, to surpass our personal and professional capabilities, we need to learn to break the routine.

This unique speech challenges delegates at an individual level to rewire how they think and act, to build a culture of creativity from the ground up. There will always be personal and professional disruption. The difference between being a victim and victor of these changes is in your response and attitude.

Innovation requires agility, the ability to adjust quickly to a new situation, altering behaviours to the new reality. It also requires leaders who are intelligent, ingenious, creative and can enter a 'flow' state. But how can we transform ourselves and home/develop such skills? How can business leaders escape the day-to-day and future-proof their businesses?

There are no rewards without risk. Success and failure are not opposites of a continuum – they are interdependent, just as courage and



**"Developing your
creativity is your own
personal responsibility,
no one else can do it for
you"**

vulnerability are. Transformation occurs when you face the things that you thought impossible, when you seek out the new, when you become curious around uncertainty. The things you already know will never change you. This is a performance around creativity, collaboration, curiosity, exploration, risk, and transformation. It is about realising that change lies beyond the boundaries of your experience to date, both professionally and personally. It is about the recognition that there is no growth without challenge, no success without trial, no celebration without sacrifice.

We look at the psychology of Resilience and identify 10 personal qualities of Survival. We explore the nature of risk and challenge the status quo of the comfort zone. We look at collaboration as a catalyst but also point the finger at the self. Personal development is just that – personal.

Transformation and Innovation don't just occur. Creativity and Agility require regular training, and that work begins at an individual level. This performance will take its audience on a rollercoaster journey through the themes of change, innovation, risk, transformation, and challenge each and every attendee to be more, do more, to step-up.

It culminates with on stage dynamic exercises, having 'volunteer' delegates to walk bare-foot across broken glass and break an arrow with their necks, pointed end against their trachea. It is a performance



designed to inspire change in the minds, hearts and very soul of those who witness it.

A highly entertaining, motivating and inspiring keynote. It has lit a fuse among hundreds of thousands globally who have heard its message, either live or through Ken's TED Talk on the subject. Its central message, that by rewiring yourself to look for opportunity, by stepping up and out daily, creativity and success follow, is one that resonates in all industries and events.

Key quotes from this keynote speech

'How do you expect to be creative if you do the same things every day, with the same people, in the same place? It was one of the reasons the pandemic and lockdowns damaged the innovation cycle. We were denied external stimulus of the new, the different, the varied. We need to encourage the new'

'Failure and success are not opposites; it is not a continuum. They are the same thing. Failure is a catalyst for success, the foundation. We all need to develop a far healthier relationship with risk and failure. Fear, risk, and failure need to be celebrated and become stronger in everyday corporate vocabulary.'

'At some point work and play became opposites, which is an unhealthy approach. Play is how we explore boundaries, how we lean into the curiosity of potential. Play is an essential component of creativity. Einstein once famously quipped that 'creativity is intelligence having fun.' Build some play, fun, mischief, and risk into who you are.'

Some key learnings from this performance

O1 / Habit & Routine

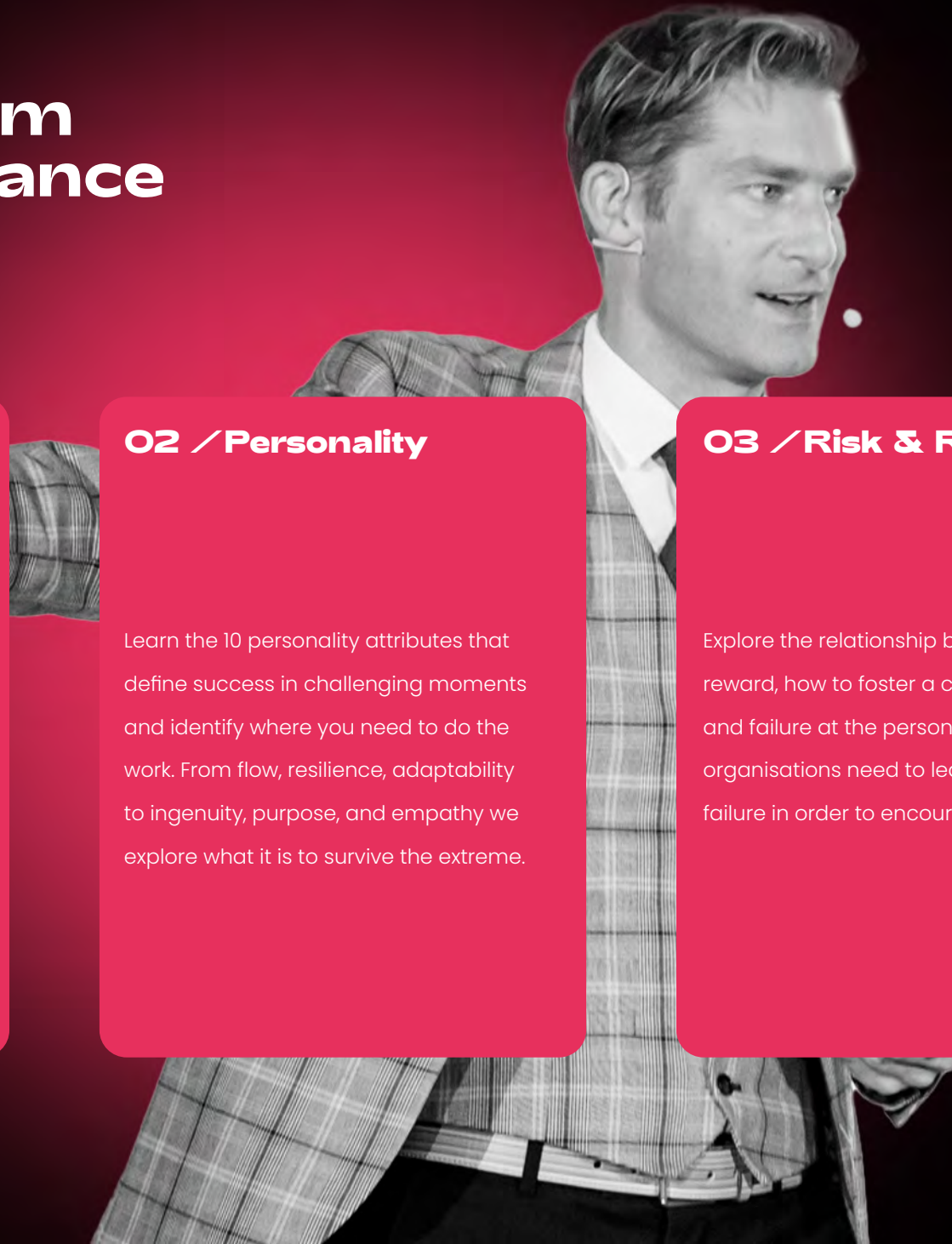
How habit and routine are the enemies of personal development and creativity and act as a cage into which we imprison ourselves. The good news is that the door remains open to those that desire it.

O2 / Personality

Learn the 10 personality attributes that define success in challenging moments and identify where you need to do the work. From flow, resilience, adaptability to ingenuity, purpose, and empathy we explore what it is to survive the extreme.

O3 / Risk & Reward

Explore the relationship between risk and reward, how to foster a culture of risk and failure at the personal level and how organisations need to learn to celebrate failure in order to encourage innovation.



Testimonials

HOSTELWORLD EMPLOYEE CONFERENCE



"Trying to find a HR speaker who can energise, inspire and excite as much as they can provoke and challenge can be difficult. We have used Ken several times and he never fails to do all of the above with our global employee teams as well as with our customer base. If you are looking for true employee inspiration and outstanding insight into the motivation, look no further"

ALICE ACKERMAN.

"Ken is right up there with the Seth Godin's and Simon Sinek's of this world. His presentation was so inspiring, energetic and delivered real actionable content to the thousands who attended. A stellar performer"

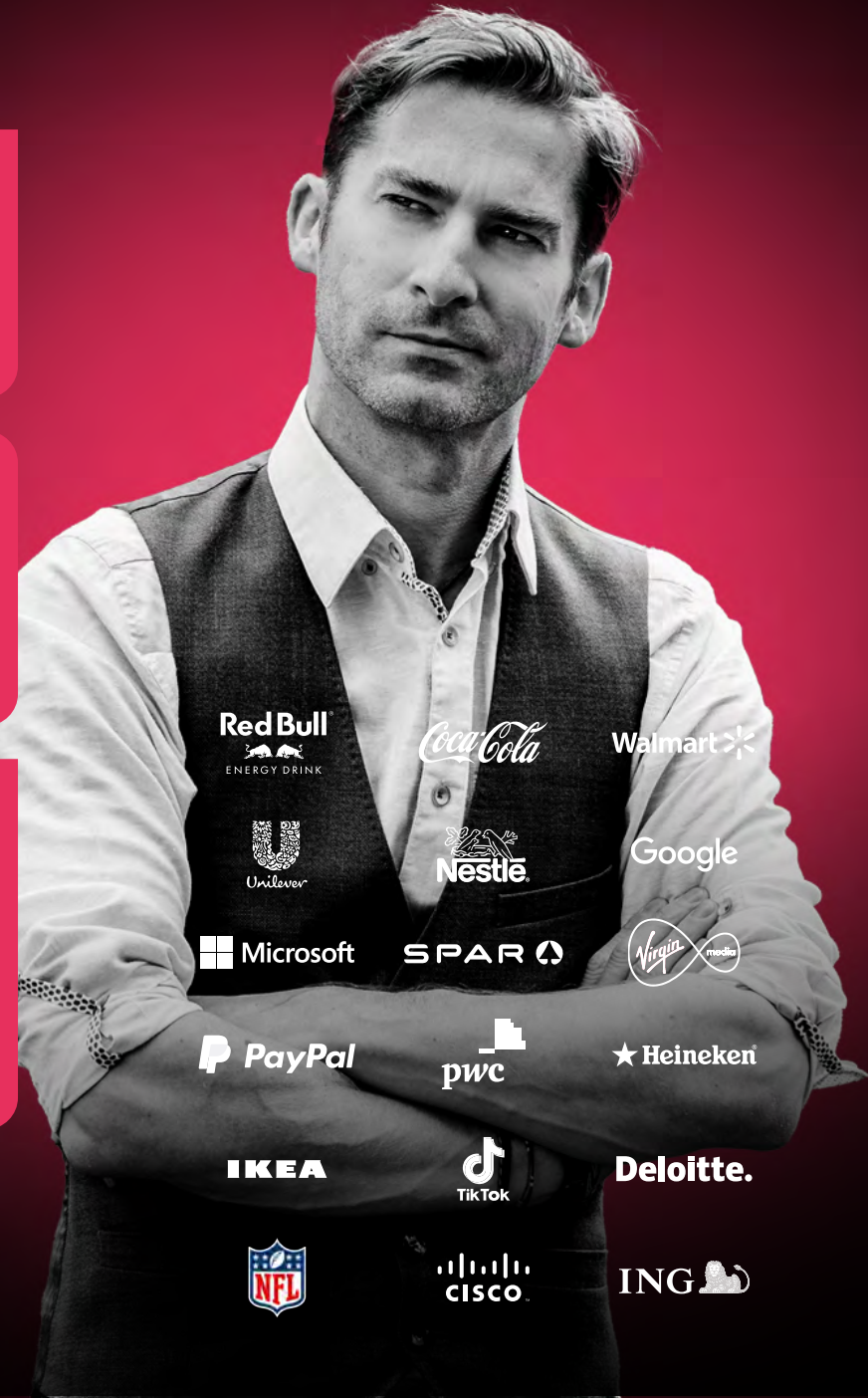
BARCLAYS

"Your performance at our conference has been described by many as one of the best and most engaging ever. Your speech was everything we had hoped for – lively, interesting, funny and thought provoking".

SIMPHONY-AI

"Now 10 months after his motivational personal development speech, Ken's philosophy and speech remains with me. It was an amazing addition to our event and it had an amazing effect on me personally, as well as on the team, its effect rippled far beyond our expectations"

CISCO



Audience reactions

"That was so motivating and inspiring. I feel wound and ready to go"

"I got more out of that personally than any other speech I've seen before"

"That was like watching Seth Godin meet the Irish Tony Robbins"

"I don't think I'm the same person after that, seriously. So impactful"

"Incredibly engaging and energizing"

"In my 15 years here, that is simply the best speaker I have ever seen at one of our events. Amazing"



KEN HUGHES

**Book This
Keynote**

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