

IGNITING THE INNOVATION ENGINE:

A Creativity Masterclass

SHORT FORM AGENDA



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



Agenda



1/ Purpose, Meaning & Disruption

Objective/ To challenge the nature of purpose in business and understand innovation lies beyond what we already know.

- ✓ Levitt's Marketing Myopia
- ✓ Kotler's 5 levels of product/service
- ✓ How we confine ourselves to what we already know
- ✓ The pace and pressure of disruption, change, agility, and transformation
- ✓ The need for executives to lean in to change and have the courage/vulnerability to think differently
- ✓ Individual Delegate Exercises



2/ The Self-Enforced Cage

Objective/ To explore the limitations we set for ourselves and how this closes our minds to the possible.

- ✓ The comfort zone
- ✓ Routine behaviour and problem solving
- ✓ No "I" in TEAM (but 4 in 'Time Wasting Idiots') – the role of team in creative success
- ✓ Planning v Risk
- ✓ Group Exercise #1



3/ Failure, Risk and Vulnerability

Objective/ Understanding the relationship between risk and reward and the role of play.

- ✓ Exploring the shame of failure (and how to celebrate it)
- ✓ How to fail fast
- ✓ Why vulnerability and emotional intelligence are more important than IQ
- ✓ The types and nature of risk
- ✓ The role of play in exploration of the possible
- ✓ Group Exercise #2



4/Momentum, Engagement and Passion

Objective/ Finding Inner Agency to drive the self.

- ✓ The 10 qualities of successful individuals
- ✓ Saying YES, forward momentum, Kai Zen
- ✓ Maintaining commitment
- ✓ Group Exercise #3



5/Innovation

Objective/ Exploring the nature of innovation and the relationship to creativity.

- ✓ Types of innovation
- ✓ Success through Collaborative Thinking
- ✓ Speed & Agility in self and the organisation

**KEN
HUGHES**

A black and white photograph of Ken Hughes, a man with short hair, wearing a white shirt and a dark vest. He is standing and gesturing with his hands while speaking to an audience. In the background, several people are seated at tables, listening. The setting appears to be a formal event or masterclass.

**Book This
Masterclass**

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