



Creating The Difference *putting a bomb under British business*

Presented By
Derek Cheshire

Creator of stimulating workshops such as Corporate Storytelling and Creating The Difference, Derek makes innovation come alive. By sharing with audiences his own model as well as using analogy and metaphor, he penetrates the mystery surrounding Innovation in a fun but thought provoking way.

Innovation - we all want it, yet few people manage it successfully. After all, it is difficult to manage what you cannot see, touch or measure. By switching mindsets it is possible to innovate your way to success. But where should we look for this elusive quality? Innovator Derek Cheshire has the answers to help your business - but be prepared to be surprised and shocked. This is a journey into the unknown and the outcome potentially explosive.

In order to better understand the complexity of Innovation, Derek will take you on a 'mystery tour' of its component parts and highlight some of the dilemmas that face those trying to innovate including measuring innovation, removing obstacles and where to find 'best practice Innovation'.

This is an ideal opportunity for everybody, from adaptor to innovator, left-brainer to right-brainer. Derek is looking forward to meeting you all.

Derek is available as a consultant in the areas of Creativity, Innovation and Knowledge Management. For further details, including the Innovation Hunter's Toolkit call +44 (0)1666 822509 or send an email to speakers@Creative4Business.co.uk.