

# creative4business



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Keynotes  
Seminars

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Sharing  
Creativity

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Derek  
Cheshire

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2013

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## Creative Business Solutions

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## Keynotes and Seminars

Keynotes are usually delivered to large audiences at large venues. Because of audience size they tend not to be interactive. Seminars can be delivered to audiences of differing sizes but offer a certain degree of interactivity. Many of the topics delivered are suitable for both formats, they simply require tailoring to the needs of the target audience. This can easily be achieved through dialogue at the time of booking.

All of the offerings listed in this document can be delivered as both Keynotes and Seminars with the exception of Zen And The Art of Business Creativity which works well up to a maximum audience size of 250.

## Slow Innovation

This was originally written as a manifesto for the Change This organisation. We have Slow Food, Slow Education and many other Slow movements. Slow Innovation uses Slow Food as a metaphor to explore how Innovation can be made sustainable and more manageable whilst avoiding expensive knee jerk reactions and journeys down blind alleys in our quest to ensure future success.

## Understanding The Innovation Equation

The Innovation Equation is a pseudo equation and a model that can be used to help explain the concept of Innovation. More importantly it also provides a method for actively measuring the Innovation capability of organisations so that we can measure progress and compare performance in different industry sectors. Derek looks at the role of Creativity and Knowledge as well as the other hygiene factors that are necessary for success.

This keynote describes in detail how this is achieved and there is usually a look at the performance of companies that have been in the news. It also reveals the shocking truth about the ideal structure of a truly innovative organisation.

Derek also reveals how this has helped businesses to target scarce resources and survive the current economic downturn.

## Innovation As A Human Race

Innovation is essentially based on the ideas, knowledge and behaviour of human beings – even machinery and production lines can be thought of as the physical manifestation of human knowledge.

In some countries we have had a head start and also the right ‘running gear’. Not all countries are the same and some who are just entering the race are potentially capable of running faster.

Who are these late entries into the Innovation Race, should we try to beat them or collaborate with them? What are the characteristics that distinguish the runners?

Derek will answer all these questions and more with a look at Innovation on a global scale.

## Zen And The Art Of Business Creativity

This is an action packed seminar or masterclass with little time for rest. It is ideal for students and staff at conferences, especially just after lunch! Add SPICE to your business with a little Creative Thinking.

In this slightly more interactive variation, audiences will discover a number of practical uses for Creative Thinking in a business context including:

- Making use of negativity
- Examining boundaries and removing blocks
- The Power of Story
- The role and impact of creativity in innovation

Audiences will leave with SPICE and 12 simple but effective tips to aid working with creativity.

## Derek Cheshire

Speaker | **Trainer** | Business Creativity and Innovation Expert



Derek spent a number of years working in the Software and Telecommunications industries, asking searching questions and being told 'that's the way we have always done things around here'.

Not satisfied with the answers, Derek obtained an MBA from the Open University Business School and instantly began to appreciate the impact of one of the course modules 'Creativity, Innovation and Change'.

Since then Derek has created a unique innovation model that allows direct innovation measurement and encourages a holistic approach to Innovation. He actively champions the use of creativity as a serious business tool to allow companies to realise their full potential and create the products and services that their customers want. His work encompasses innovation consultancy, idea generation, creativity masterclasses and facilitating continuous innovation.

Derek is an accomplished speaker and has compiled a long list of blog articles including *Innovation – How long is a piece of string?*, *Taking the In out of Innovation* and *How To Generate 20 New Business Ideas Over Coffee*. One of his papers has been published by the ICFAI University Press in India as part of a reference book **Ideas, Creativity and Innovation**. He has also written a manifesto for the Change This organisation entitled '**Slow Innovation – a savoury way to success**'. Derek's article on predicting the future '**Predicting the future and focusing your innovation program**' was also published in October 2008 in the Asia Pacific Tech Monitor, a United Nations online journal. His articles appear both online and in diverse places such as the **Hindustan Times** and the **Malawi Guardian**.

Derek is a member of the mastermind group for the Design Interaction course at the Royal College of Art and Design in The Hague, speaking at their **inaugural 2007 Mastermundo** event and recently took part in the CNBC programme **The Business of Innovation**. He is also a Fellow of the **Institute of Social Innovation Creativity and Change**.

In 2009, Derek spoke at the British Council's Management Express forum in Malawi and his Creative Leadership programme was selected as the basis of their **MEX Platinum** programme for senior executives and politicians. He has also addressed audiences as far away as Mexico and Iran.

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