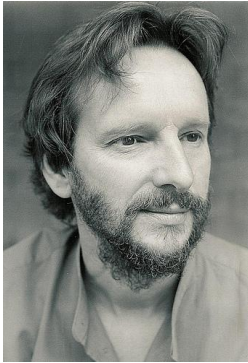


RE:THINK

Nigel Barlow



Nigel Barlow is a lecturer and author on innovation and creativity. The lecture RE-THINK can be applied to topics as diverse as Strategic Development, Individual and Corporate Innovation, The Customer Experience, Markets, Brands, Leadership, and People Development. How can innovation support differentiation? How does creativity enhance the competitive advantage? Can experience be a limitation? Is curiosity important? Nigel provides several very useful tools to enable us really think differently, not only for the sake of it, but to improve and develop. RE:THINK is designed to provoke your creative self into coming up with the answer you already have inside you. Nigel Barlow has helped many of the world's leading organizations on every continent to rethink their lives and businesses.

The goal with the lecture

- How to increase the level of innovation
- How to differentiate with creativity
- How to use innovation as a competitive advantage



Coaching questions

- Figure out one specific work related area within your responsibility where you find a need of improvement.
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- What kind of small changes could in total make a difference?
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- If you did the opposite - what might happen?
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- What effect would it bring to your company's brand, if you did things a little differently?
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- How would it affect your own working experience if you weekly changed and improved your way of performing?
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