

CREATIVITY AND THE FUTURE OF WORK

OVERVIEW

According to the World Economic Forum's most recent Future of Jobs Report, creativity will become the #3 top skill in the workplace by 2020. While many companies use the words creativity and innovation on a daily basis, very few take the time to define what these words mean in the context of corporate culture, leadership and strategy. This interactive workshop will challenge your understanding of creativity and will provide you with practical tools to empower creativity in your coaching practice and personal life.

LEARNING OBJECTIVES

By the end of this session, you will be able to:

- ✓ Recognize the key trends shaping the future workplace
- ✓ Define what creativity means in your personal and professional life
- ✓ Identify the key enablers and barriers of creativity
- ✓ Apply new creative problem-solving frameworks and techniques

SPEAKER BIO

Michael Kobrin is the founder and president of The Kobrin Group, a boutique creative leadership firm. As a facilitator, coach and keynote speaker, he works with leaders to build more inspiring, creative and human workplaces. Prior to establishing The Kobrin Group, Michael spent several years working for OMERS and Oxford Properties in a variety of senior risk, finance, and learning and development roles. With diverse experience as a Chartered Accountant, Certified Executive Coach and professional photographer, he offers a unique perspective on creativity and innovation, leadership and organizational change.