

SPEAKING TOPICS:

THE CREATOR MINDSET: HOW TO BE MORE CREATIVE AT WORK

HOW TO USE MISTAKES TO DISCOVER NEW INNOVATIONS

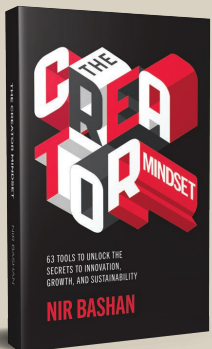
HOW TO USE LITTLE VICTORIES TO UNLOCK BIG IDEAS



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NIR BASHAN

NIR TEACHES ANYONE HOW TO
BE MORE CREATIVE AT WORK

NIR'S PROMISE

Memorable, fun and customized presentations
Easy to work with, on time, responsive and flexible
Audience will learn how to apply creativity today
in their career or business.

Speaking Topics

THE CREATOR MINDSET HOW TO BE MORE CREATIVE AT WORK

It was a dark and stormy night 300,000 years ago. Harriette our early woman was being attacked by a beast far larger, far smarter, far more powerful. But it was then and there in a moment of life or death that Harriette came up with one of the most powerful things a human ever came up with: She came up an idea. She came up with creativity. It's the same creativity that we are all born with. But sadly so few of us use. Discover three creative tools that you can use today to re-learn our long lost creativity and gain a true sense of who we are like 'Humor, Don't R.U.S.T. and The 4 P's of Creativity'. That same creativity can tap into making more sales, adding meaning to your job or business and positioning you in unique and creative ways.

HOW TO USE MISTAKES TO DISCOVER NEW INNOVATIONS

Ruth Wakefield ran a bed & breakfast called the Toll House in Massachusetts in 1939. She was in charge of making desserts for the guests but had run out of ingredients one day. She chopped a bar of chocolate in her cookies and invented the world's 1st chocolate chip Toll House cookie: by mistake. Patsy Sherman was one of the first women ever to get hired in the engineering department at 3M. One day while working with a chemical she ended up spilling some on her shoe. She then noticed that no matter how hard she tried, she could not get her shoe dirty. She invented ScotchGard by mistake. What mistakes are all around you today in your business and what are they telling you? Learn how 3 tools of creativity such as 'Stopping, Rethinking the Outcome and Learning to Love Imperfection' can be revolutionary in making the most out of your mistakes by turning mistakes into innovation & profits.

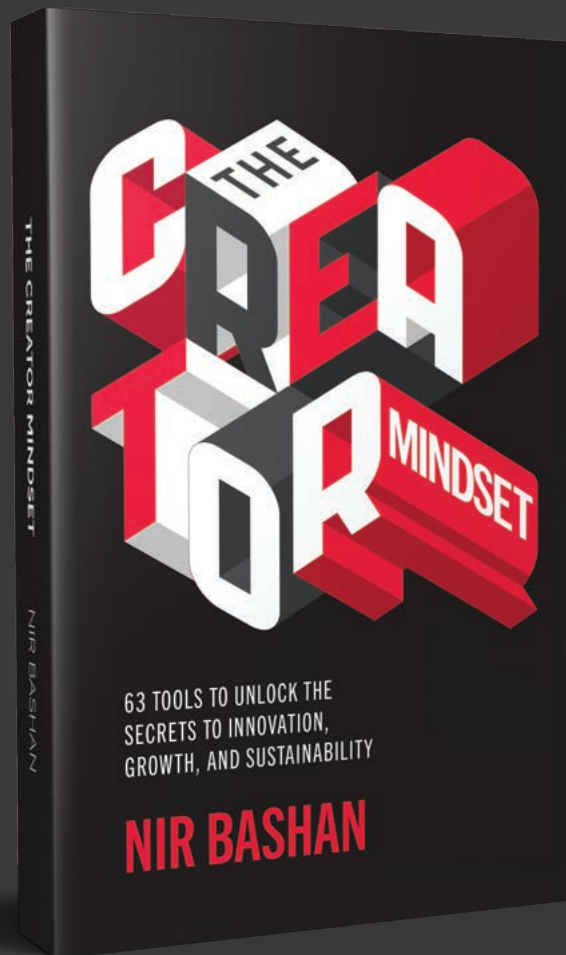
HOW TO USE LITTLE VICTORIES TO UNLOCK BIG IDEAS

A salesman once sold ice cream machines to restaurants. But he wasn't selling too many. Other than to one customer in California. So one day he decided to visit the customer who was buying a lot of machines. And discovered the best food he had ever had. He decided right then and there to change paths from selling machines to selling burgers. His name was Ray Crock, and the restaurant was McDonalds. You see, we spend most of our lives in pursuit of some huge victory. Instead, we should be paying attention to all the little victories along the way. Sort of like listening to what the Universe is telling us with a creative twist, learn how creativity can recognize little victories that you might be too busy plowing through at full speed ahead. Things like 'Foresight, Willingness to be Wrong and Stop to Smell the Flowers' are three creative techniques that I have created to uncover the hidden gems in all our little victories.



In 'The Creator Mindset' book, Nir teaches anyone how to be creative. From the farmer to the real estate professional, from the mortgage broker to the leadership of Fortune 500 firms, this seminal book is the definitive guide on how to use creativity across your organization for anyone. Learn how to trigger results that bring new innovation, staggering growth & profits and long term sustainability in an increasingly tumultuous economy.

McGraw/Hill, August, 2020.



With remarkable clarity and humor, Bashan manages a well thought out, well researched and infinitely readable book on what everyone wants yet few know how to achieve: creativity. A go-to guide for the "how" of creativity at any company, organization, or career.

**-Jonah Berger, Wharton Professor and
NYT bestselling Author, Contagious and The Catalyst**



The Creator Mindset is perfect for anyone looking to be more innovative and creative in their problem solving! Nir provides exceptional training on how we can learn to be creative in everything we do in business. A must-read for every business professional!

**-Marshall Goldsmith is the NYT #1 bestselling Author
of Triggers, Mojo, and What Got
You Here Won't Get You There.**



In business and in life, creativity is too important to be left to "the creatives." Nir Bashan's engaging and instructive book explains the attributes, habits, skills, and techniques that all of us can use to bring out our "inner creative." Once you've understood the limits of working harder, and even smarter, you can start working more creatively—and actually get things done. This book shows you how.

-Bill Taylor co-founder of fast company



The Creator Mindset makes a compelling case for why leaders must not let analytic thinking come at the cost of creativity. Bashan offers tools to shift your thinking to embrace creativity - unlocking your potential to see things the way they should be, then problem solve, and innovate.

**-General Stanley McChrystal,
CEO McChrystal Group**

Nir Bashan Bio

Nir Bashan is a world-renowned creativity expert. He has taught thousands of leaders and individuals around the globe how to harness the power of creativity to improve profitability, increase sales, and ultimately create more meaning in their work. Nir has spent the last two decades working on a formula to codify creativity. That formula is found in *The Creator Mindset*, which has been translated into two languages. He was one of the youngest professors ever selected to teach graduate courses at the Art Center College of Design in Pasadena and also taught undergraduate courses at the University of California at Los Angeles. He has worked on numerous albums, movies, and advertisements with famous actors and musicians ranging from Rod Stewart to Woody Harrelson. His work on creativity has won a Clio Award and was nominated for an Emmy. Nir is the founder and CEO of The Creator Mindset LLC, a company that conducts workshops, consulting, coaching, and keynote speeches at conferences and corporate events. His clients include AT&T, Microsoft, Ace Hardware, NFL Network, EA Sports, Suzuki, Activision and jetBlue. Nir lives in Orlando, Florida, with his wife, young son, and two Bernedoodles named P-Paws and Waylon Jennings.



Clients



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Rate

Nir Charges **\$10,000** per engagement

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