



## SPEAKING TOPIC 1

Title: Adapt to Inspire: Unleash Your Spark

*Why creativity is as easy as breathing or Please stop holding your breath!!*

With over three decades of experience as a working creative professional, Michael helps businesses understand how to create adaptable leaders in times of rapid change. Michael is a certified professional practitioner of the Adaptability Quotient (AQ) assessment and a two-time TEDx speaker who inspires audiences globally using his diverse arsenal of experiences.

In this highly interactive talk, Michael discusses the importance of adaptability in work and life today and how to use key techniques that increase your adaptability and ultimately find breakthrough results every time.

Michael draws on case studies of success and failure of adaptation ranging from Google to GoreTex to Rapa Nui to show the perils of not adapting in today's world. He also takes you through a practical exercise to cause a breakthrough in a place you were stuck.

Michael will show you exactly why you too often struggle to find useful solutions to the challenges you are facing both as an individual and as a team, why only 6% of CEOs are satisfied with their innovation performance despite almost all of them saying that innovation is the key to growth and introduce you to the right concepts that will lead you to growth.

Adapt to Inspire covers topics such as:

- The importance of breathing and its connection to creativity.
- The NASA-sponsored study into how and why we lose connection to our inborn creativity.
- The way creativity actually works.
- How to reconnect to the easy access to creative thinking we had as children.
- How who we are limits our thinking.
- The connection among adaptability, creativity, and innovation.
- How to use the technique of Identity shifting to maximize getting better ideas faster and easier and implement them more successfully.