

I W U D A Y S W O R K S H O P

LEADING INNOVATION, CREATIVITY AND ENTERPRISE

ABOUT THE WORKSHOP

This bespoke Leadership event, offers you maximum opportunity to profit from converting bright ideas into sustainable and profitable innovations, whilst leading your enterprise to new levels of performance. The programme is unique in a number of ways:

A blended approach involving keynotes, practical workshops and opportunities for direct coaching to reach all learning styles to engage your people's heads, hearts and souls.

Both academic and practical, which means it reaches your people's heads, hearts and souls for maximum application. We leave behind a cadre of champions within your enterprise armed with new tools and capacities to continue the work and thus sustain the benefits.



4 & 5 **MAR**
2020



Radisson Blu Hotel, Kuwait



PETER COOK

Organized by



www.spatialco.com

ABOUT THE WORKSHOP



Main Pillars

- Leadership

Strategies, Skills and Attitudes for Transformation

- Innovation

Strategies and Tactics to convert ideas into reality

- Creativity

The Art and Discipline of generating and developing winning ideas

- Developing Enterprise Cultures

Where can do and will do are the norm

Wicked problems purged

Wicked problems are characterised by complexity etc. They often end up on the enterprise's "too difficult" pile but their resolution can lead to the biggest and longest lasting benefits. The Leading Innovation, Creativity and Enterprise programme enables you to tackle such topics for good using a blend of systematic divergent and convergent thinking technologies

Who is it for?

The programme is for existing and aspiring leaders who seek to develop their mastery in the quest for exceptional leadership.



ABOUT THE WORKSHOP LEADER

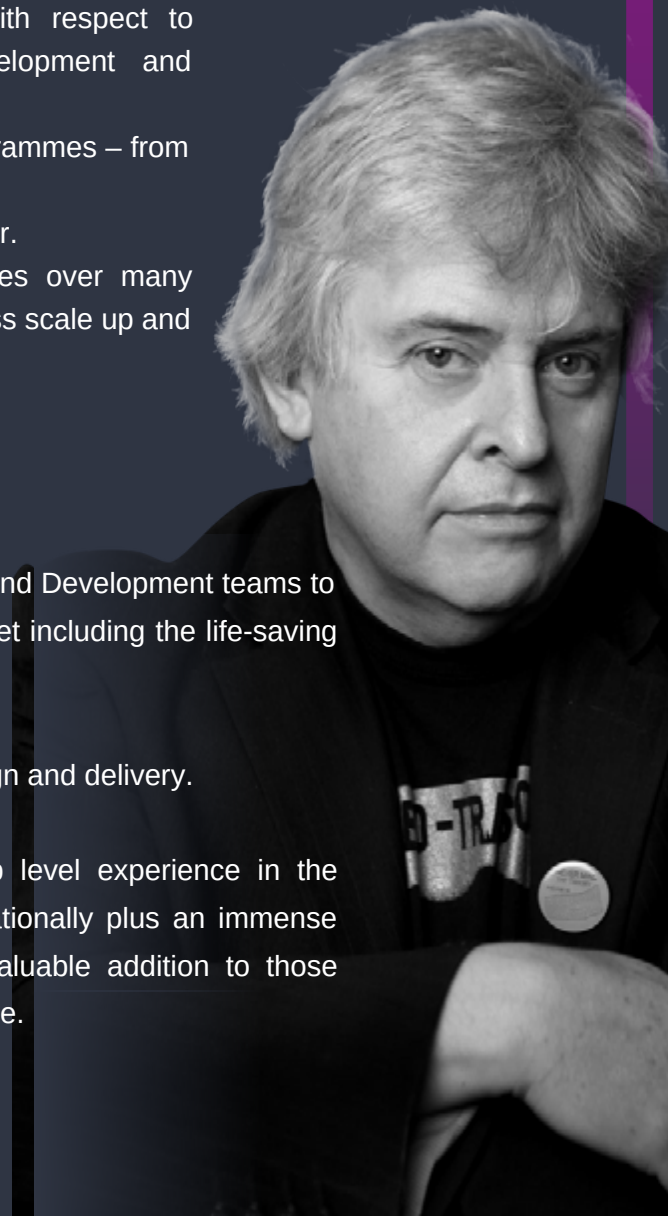
Peter Cook leads Human Dynamics, an organisation development and business consultancy focused on strategy, innovation, creativity and change. He has delivered high level consultancy, leadership and management development programmes, coaching and training to a wide range of businesses and organisations. These include Altran, Johnson and Johnson, Electronic Arts, Pfizer, The Royal College of Physicians, BT, GSK, The NHS, The United Nations and Henley Business School. He also heads the Academy of Rock – a speciality business speaking company, blending world-class ideas about business with music. He won a prize for his work in creativity from Sir Richard Branson and conducted an exclusive interview with Richard for his last book.

Specific Experience

- Wide experience of business consultancy, especially with respect to Strategy, Innovation and Creativity, Organisation Development and Change, across a wide variety of sectors.
- Coaching and tutoring to wide range of people on MBA programmes – from Strategic management, Creativity, Innovation and Change.
- A wide range of qualifications – FCIPD, MBA and NLP Master.
- Specific experience in working within intelligent enterprises over many years and a background in new product development, process scale up and acting as a business troubleshooter around the world.

Experience / Background

- Peter has over 25 years experience, comprising:
- Leading innovative new Pharmaceutical Product Research and Development teams to bring multi-million dollar life-saving drugs safely to the market including the life-saving treatments for diabetes.
- Trouble-shooting businesses and starting up factories.
- Internal business / organisation development / training design and delivery.
- Writing and tutoring for Business Schools at MBA level.
- His mixture of academic knowledge combined with deep level experience in the management of people across all walks of life and internationally plus an immense network of influencers across the world, makes him a valuable addition to those seeking a unique portfolio of knowledge, skills and experience.





 4 - 5 March 2020  Radisson Blu Hotel, Kuwait

Registration

Registration Fees

400

Event admittance includes: event education and training, all general sessions and content sessions, coffee breaks, and lunch for the two days. All attendees will receive a certificate of attendance.

Payment Policy

Payment is due in full at the time of registration and includes lunches, refreshments and detailed event materials.

Your registration will not be confirmed until payment is received and may be subject to cancellation.

Payment Details

- Payment through Cheque to be made in favour of **Spatial Conferences and Exhibitions Company**
- Payment through wire transfer to follow details as below:
- Payee: Spatial Conferences and Exhibitions Company
- Bank: **Kuwait Finance House**
- Account: **231010006607**
- Swift Code: **KFHOKWKW**
- IBAN: **KW69KFHO0000000000231010006607**

Cancellation and Substitution Policy

Substitutions at no extra charge can be made up to 7 business days before the start of the event.

Cancellations must be received in writing or by fax to +96522491600, more than 7 days before the event is to be held in order to obtain full credit for any future event.

Cancellations received 7 days or less (including the seventh day) prior to the event will not be credited.

Registration & Inquiries

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- Fax: (+965) 22491600
- Email: info@spatialco.com
- Website: www.spatialco.com
- P.O. Box 1925 Safat 13020, Kuwait

Full Name

Job Title

Department

Organization

Office Tel

Mobile

Fax

Email

Signature