

Inspiring organisations to succeed with Applied Creativity & Innovation



WJ (Bill) Jarrard
MEI



Master of Entrepreneurship and Innovation Founder and Master Trainer – Mindwerx International

Speaking topics include:

- > Deliberate Creative Thinking – looks at the fundamentals of creative thinking vital to success with innovation
- > Idea Alchemy – a fast-paced examination and demonstration of the power of creative ideation
- > Putting on Your Thinking Cap – focusing the power of parallel thinking that involves audiences in a real creative thinking challenge
- > The Innovation Premium – how to achieve and demonstrate business success through innovation

As Founder of Mindwerx International, Bill Jarrard is considered by many to be a thought leader in helping audiences understand, interpret and apply the vast amount of information available on creativity and innovation.

Bill is passionate about innovation and he brings that passion to his presentations. He clearly and enthusiastically communicates the vital role Deliberate Creative Thinking plays in helping companies engage their people in practical day to day innovation.

With a Masters in Entrepreneurship & Innovation, Bill has addressed more than 9,000 people at conferences throughout Australia, New Zealand, China, SE Asia, the USA and Middle East. Intent on helping organisations creatively address today's pressing business issues, Bill advises a wide variety of organisations on innovation. What is more, he brings his extensive experience to every presentation he delivers.

In 1999, his first book "Hidden Gold" was described as the definitive work on continuous process improvement. Since 2000, Bill has been the course convenor and lecturer for the Creativity & Innovation module of the Master of Entrepreneurship and Innovation program at Swinburne University, Australia.

For almost 20 years Bill has been training others in the use of Deliberate Creative Thinking techniques and for ten years has been an accredited trainer in Edward de Bono's Serious Creativity.

As co-pilot of the Buzan Centre:Aust/NZ Bill is also a facilitator in Buzan's Advanced Learning Techniques, including Mind Mapping®.

Published works and articles

- > Hidden Gold (Standards Australia)
- > Seven Ways To Be More Creative
- > Eight Steps to Kill Innovation
- > Leadership Lessons from the 23rd Century
- > Innovation – Does it Really Pay?

Speaking and clients

- > ANZ Banking Group
- > Bayer Australia
- > CEO Insitute
- > Dept of Treasury & Finance (Vic)
- > Exxon Mobil (Asia)
- > Flight Centre
- > ICAA & CPA forums
- > Lend Lease
- > Simplot Australia
- > World Vision

As a speaker and facilitator, Bill Jarrard creates and maintains a challenging and stimulating environment for learning.

Johan Kruihof
Author of Quality Thinking,
Thinking Quality

Felt the major benefit was walking away with the empowering feeling that creative thinking can be tackled in a deliberate manner.

Rod Chapman
Manager Information
Services

Booking Information:

To enquire about booking Bill for your next conference or event, or to find out more about how his workshops or seminars can help your organisation, please contact:

Lisa Morley
T 03 9572 5344
E lisa@mindwerx.com.au