



## James Taylor

**Award-winning entrepreneur, [author](#) and inspiring keynote speaker on a global mission to unlock creativity, increase [productivity](#) and accelerate [innovation](#)**

James Taylor started his career managing high profile rock stars and is now an in-demand keynote speaker and internationally recognized leader in business creativity and [innovation](#). For over 20 years, he has been advising CEO's, entrepreneurs, educators, [governments](#), leaders, writers and rockstars on how to build innovative organizations, unlock creative potential, and increase productivity.

## James's biography

### About James Taylor

James Taylor's life mission is to unlock the creative potential in one billion people. For over 20 years, he has been advising CEO's, entrepreneurs, educators, governments and leaders from Silicon Valley to Singapore on how to build innovative organizations, unlock creative potential, and increase productivity. In this tailored, entertaining and highly visual keynotes, James Taylor takes the audience on a journey to discover the backstage secrets of the world's most creative individuals and innovative organizations. Blending inspiring stories, cutting-edge research, and actionable takeaways, he shows how any individual or organization can dramatically increase productivity and innovate by augmenting their human creativity using [artificial intelligence](#).

His clients have included Fortune Global 500 companies, government policy makers, industry associations, and he was recently the subject of a 30 minute BBC documentary about his life and work.

**Here are six connected aspects of James Taylor's work:**

- **Creativity Expert.** Through his writing, podcast show and YouTube series, he's taught hundreds of thousands of individuals in over 120 countries about the art and science of creativity. As the host of multiple global summits he has personally interviewed over 750 of the world's leading creative minds including Silicon Valley tech CEO's, New York Times bestselling [authors](#), Grammy award winning music artists and artificial intelligence pioneers.
- **Keynote Speaker.** As an international keynote speaking on business creativity, innovation and artificial intelligence he is passionate about delivering experiences on stage which inspire,

educate and entertain audiences. He has spoken at conferences across North America, Europe, South America, Asia and the Middle East. Recognized as an inspiring speaker in his industry he has given in-person and virtual keynotes for clients including Cisco, EY, Accenture, Apple, IBM, McDonalds, Red Hat, TATA, Sony, Al Futtain Group, Mubadala, and VISA.

- **Author & Host.** James has hosted some of the world's largest online summits including International Authors Summit™, International Speakers Summit™, The Creative Life Summit™ and Event Professionals Summit™. Over 15,000 people attended his last online summits where he interviewed 120 of the world's best keynote speakers and bestselling authors. His own forthcoming book is called *"SuperCreativity: Augmenting Human Creativity in the Age of Artificial Intelligence"*.
- **Entrepreneur.** Having started his first business at age 17, he went on to launch, build and sell businesses in the entertainment, publishing, technology and education industries in both Europe and USA. An entrepreneur with a global outlook he has lived and worked in the San Francisco Bay Area, Vancouver, London, Scotland, Italy and Asia. He was awarded the S.D. Southern Prize from Canadian energy services company ATCO, the Award for Excellent from Geneva Group International and named 'ONTRAprenuer of the Year' from U.S. business and marketing automation leaders ONTRAPORT.
- **Advisor & Business Coach.** James has a passion for helping companies, business owners, entrepreneurs and rockstars launch and build innovative products and services. In addition to advising several multinational companies he also coaches a small number of entrepreneurs, thought leaders, executives and professionals on business strategy, innovation and marketing.
- **Drummer.** Beginning at age ten, James followed in the footsteps of his father and grandfather by becoming a jazz musician. He went on to record on several best-selling jazz albums, toured the world (several times), played stadium shows, and performed with artists including French jazz violinist Stephane Grappelli, The Grateful Dead's David Grisman, pop singer Mick Hucknall and the Spice Girl's Mel C!

James holds a Masters in Business Administration (M.B.A.) and is also a Fellow of the Royal Society of the [Arts](#) (F.R.S.A.) whose Fellows have included global innovators and leaders including President Benjamin Franklin, Sir Tim Berners-Lee, Bob Dylan, Adam Smith, Nelson Mandela and Professor Stephen Hawking.

## James's talks

- **SUPERCREATIVITY™: Augmenting Human Creativity In The Age Of Artificial Intelligence**  
Business is changing at the speed of light. Today exponential technologies such as artificial intelligence and machine learning are creating new disruptive business models almost overnight. In this new world, one where McKinsey & Co predict that 45 percent of jobs will be automated in the next 20 years, there is one distinctly human competitive advantage you and your people must leverage – your creativity. In this tailored, entertaining and highly visual one-of-a-kind keynote, James Taylor takes the audience on a journey to discover the backstage secrets of the world's most creative individuals and innovative organizations. Your audience will learn:
  - What disruptive technologies such as artificial intelligence mean for you, your team and your industry.
  - Which job roles in your industry are most at risk from automation.
  - Why China's richest man believes 'creativity' is the most important skill you need to develop to survive and thrive in the age of disruption.
  - The simple five step process for developing your creative thinking skills.
  - How to lead innovative teams and foster a creative culture to increase innovation ROI.

- How to use 'SuperCreativity' to generate, evaluate, develop and implement more ideas, more quickly.

- **SUPERPRODUCTIVITY™: Accelerating Growth During The Great Reset**

As we recover from a global pandemic, too many countries and companies remain locked in a cycle of low or flat productivity growth. The old methods for increasing productivity just don't work in our hyper-connected world.

In SuperProductivity™, award-winning creativity and innovation keynote speaker James Taylor shares how any organisation can improve productivity by 20-25% through maximising collaboration. Only when our people are aligned and connected around a shared vision and mission can they achieve higher levels of productivity and unlock their full creative potential. In SuperProductivity™ James shows how to:

Learning Outcomes

- Boost your productivity by 10% while 6x employee engagement levels
- Build a more innovative, productive and creative organisational culture
- Discover why your top talent is up to eight times more productive than average employees.
- Develop new skills and mindsets to adapt to change, overcome challenges, lead effectively, and build trust amongst your team and stakeholders.

- **Unlock Your Creative Potential**

James Taylor's immersive in-person or virtual workshops will help your team unlock creative potential, accelerate innovation, increase productivity and adapt to change. If your people face these challenges then James is perfect for your next corporate workshop:

- My team doesn't collaborate well
- Our people need to be better creative problem-solvers
- We have good ideas but can't make them happen
- Our business needs new ideas to grow Sales

Workshop Learning Outcomes

- Understand the five step process for developing your creativity
- Discover techniques for generating and developing innovative ideas
- Learn creative thinking skills to better evaluate new ideas
- Lead your team to unlock their creative potential
- Build a more innovative and creative culture at work

- **The SuperCreative Metaverse**