



### Customer

EY (formerly Ernst & Young) is a global leader in assurance, tax, transaction and advisory services.

### Audience

Senior Partners

### Country

Spain

### Challenge

To help increase revenues and build a culture of creative collaboration

### James Taylor's Solution

- 60 minute keynote

### Results

- The audience were inspired and given insights into how AI will change their industry
- James Taylor set the tone for the event around the themes of creativity, curiosity and agility
- James Taylor highlighted how the organisations 'wavespace' network links to creativity and innovation

## James Taylor helps EY unlock creativity and adapt to technological disruption

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services they deliver help build trust and confidence in the capital markets and in economies the world over.

EY brought together its Global Client Service Partners (GCSP) from EMEIA as part of its G360 Leaders Summit in Barcelona. The G360 consists of EY's largest clients and many Global 500 companies.

They invited James Taylor to be the opening keynote speaker for the summit and to give his keynote on 'SuperCreativity: Augmenting Human Creativity in the Age of Artificial Intelligence'. James' role was to set the scene and deliver a speech which would inspire and disrupt the audience of senior partners in equal measure.

In addition to the pre-event calls with the client James also researched the work EY is doing with its 'wavespace' project and linked that to the concept of the 'third place' in building a creative and collaborative work environment.

The final keynote combined inspiration with the latest insights on artificial intelligence, creative thinking, innovation and digital transformation and resulted in James being asked to speak at future EY events.

James  
Taylor

KEYNOTE SPEAKER

#### About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

JAMESTAYLOR  
KEYNOTE SPEAKER | CREATIVITY EXPERT

#### Enquire Now:

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