



## Customer

Corporación Favorita is Ecuador's largest retailer, with over US\$1.9 billion in sales and US\$1.6 billion in total assets.

## Audience

Senior leadership

## Country

Ecuador

## Challenge

To develop creativity of senior managers to help them achieve exponential growth for their businesses.

## James Taylor's Solution

- 45 minute speech
- 1 day creativity workshop

## Results

- Generated 20+ ideas to reduce costs, accelerate digital transformation, improve efficiency, and develop new markets.
- 97% of participants now considered themselves creative after the presentation
- 95% of participants said they would apply James' creativity tools to their work
- 90% said the presentation was extremely or very well structured
- 99% said they would recommend James Taylor as a speaker

## James Taylor helps Ecuador's largest retailer accelerate innovation to achieve exponential growth

Corporación Favorita is Ecuador's largest retailer, with over US\$1.9 billion in sales and US\$1.6 billion in total assets. It sells consumer products through its network of more than 150 supermarkets (Supermaxi, Megamaxi, Aki, Gran Aki, Super Aki, Jugueton, Supersaldos and Titán) located throughout the country's provinces.

In attendance at this event were senior management from their supermarket businesses including Supermaxi and Aki as well as their other retail companies Bebemundo (children's store), Sukasa (homewares), Tventas (electrical goods), Tatoo (outdoor clothing), Maxitec (electrical goods), Mr Books (books), Travel Stores (travel), Flexiplast (fabrication), Agropesa (agricultural), Servimax (services), Pofasa (agricultural), Kywi (DIY store), Comohogar (homewares).

James Taylor partnered with Ecuadorian based consultancy Sonder to deliver a one hour speech plus a full-day workshop at Corporacion Favorita's training centre in Quito for 60 members of their management team.

The morning started with James delivering a 45 minute keynote speech on creativity, innovation and artificial intelligence and why creativity is an increasingly important skill in business.

The late morning session consisted of James delivering a workshop to the management team from the various Corporacion Favorita businesses. This morning workshop featured James teaching different creative thinking tools to help these managers generate new ideas to grow their respective business. During this session the participants were put into groups of 10 participants at each table.

In the afternoon the participants were trained on tools and techniques for assessing the ideas that they had generated in the morning as well as ways to develop a more creative culture across the organisation. A number of key ideas that has been identified during the morning session were then developed further.

Over 20 ideas were generated and developed to assist the organisation in reducing costs, accelerate their digital transformation, improve organisational efficiency, and introduce new products into the market.

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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