



Customer

Banco de la Producción S.A. (Produbanco) is the fourth largest bank in Ecuador, accounting for 10% of the banking market in the country.

Audience

Senior leadership

Country

Ecuador

Challenge

To develop a more creative culture in the organisation.

James Taylor's Solution

- 45 minute speech
- 1 day creativity workshop

Results

- Unlocked 40+ ideas to increase agility, improve competitiveness and efficiency, reduce costs, and exceed customer expectations
- 97% of participants now considered themselves creative after the presentation
- 100% of participants said they would apply James' creativity tools to their work
- 95% said the presentation was extremely or very well structured
- 98% said they would recommend James Taylor as a speaker

James Taylor helps Produbanco build a more creative culture

Banco de la Producción S.A. (Produbanco) is the fourth largest bank in Ecuador, accounting for 9.5% of the banking market in the country. The bank was incorporated in 1978 and is headquartered in Quito. It provides services related to corporate banking, retail banking, SMEs and corporate banking. Since 2014, the bank is a subsidiary of Promerica Financial Corporation (Promerica Group), which has 23 years of experience in the international financial market and with operations in Nicaragua, Panama, El Salvador, Ecuador, Costa Rica, Guatemala, Honduras, Islands Cayman and Dominican Republic.

The organisation had just finished a year of thinking about innovation from a strategic standpoint through its 'Da Vinci Project'. The objective of this one day event was to develop a more creative culture right across the organisation and motivate everyone, regardless of their job title, to innovate.

James Taylor partnered with Ecuadorian based consultancy Sonder to deliver a one hour speech plus a full-day workshop at Produbanco's headquarters in Quito for 60 members of their executive team.

The morning started with James delivering a 45 minute keynote speech on creativity, innovation and artificial intelligence. As James has spoken for many banking and financial services clients across the world he shared with them ideas on how AI and machine learning were transforming their industry.

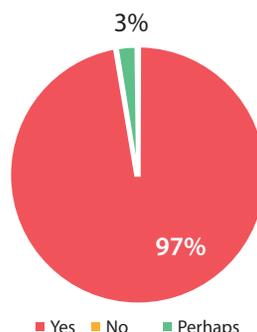
The late morning session consisted of James delivering a highly interactive and experiential training to the Produbanco leadership team on a number of different creative thinking tools to help them generate new ideas to grow the business. During this session the participants were put into groups of 6-8 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.

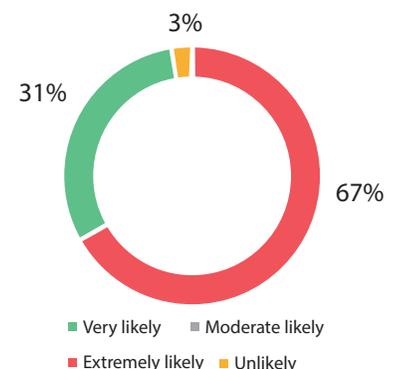
Over the course of the day nearly 40 ideas were generated to accelerate the organisations digital transformation, increase agility, improve competitiveness and efficiency, reduce costs, and exceed customer expectations.

Attendance satisfaction results

Do you now consider yourself to be creative after this presentation?



Would you recommend the workshop?



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

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