



Customer

Client is a Fortune 100 company and one of the world's leading providers of enterprise cloud solutions to the telecommunications and financial services industry.

Audience

VP of Sales, Sales Directors and Senior Sales Leaders

Country

United Arab Emirates

Challenge

To spark creativity and unlock new ideas from their global sales leadership to help the organisation achieve exponential growth.

James Taylor's Solution

- 90 minute keynote

Results

- James Taylor's inspiring opening keynote engaged their senior sales leaders on how to augment their creativity with artificial intelligence
- His session combined the traditional keynote style with interactive activities to spark audience creativity
- James provided creative thinking tools for generating ideas and improving collaboration
- James' presentation was highly rated by organiser and attendees

James Taylor helps Fortune 100 company spark creativity in their sales leaders

Client is a Fortune 100 company and one of the world's leading providers of enterprise cloud solutions to the telecommunications and financial services industry. Their clients include the world's largest corporations as well as national governments.

As part of the clients sales meeting in Dubai, UAE they decided to invite James Taylor to kick-start day two of their event. Attendees included 40 of their senior sales leadership from across the Middle East, Asia, Europe and North America.

The objective of James' session was to spark creativity and provide attendees with creative thinking tools to help these sales leaders generate ideas to achieve exponential growth for the business.

In addition to James conducting a pre-event call with the event team he also spent time reading the biography of their CEO which explained the unique corporate culture of the client. James then weaved some of the principles from this book into his presentation and designed a keynote which focused on developing passionate curiosity, openness and collaboration.

The final 90 minute presentation blended the latest insights on artificial intelligence, with stories on the power of curiosity, with highly interactive creative thinking activities.

QUOTES

"James Taylor's session was phenomenal and very engaging. He really managed to capture everyone's attention and the feedback from the team has been really good, would hire James again. He is a great speaker." - Client

**James
Taylor**

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.

**James
Taylor**

KEYNOTE SPEAKER

Enquire Now:

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