



## Customer:

M Academy provides training for corporate clients across various industries. It is a subsidiary of Mc Donald Thailand for over 30 years.

## Audience

C-Suite, VP's, Directors and Managers

## Country

Thailand

## Challenge

To unlock the attendees creative potential and help them build a more creative culture in their organisations.

## James Taylor's Solution

- 60 minute keynote
- Full Day Workshop

## Results

- James Taylor's entertaining morning keynote engaged attendees on the topics of creativity, innovation and artificial intelligence.
- His workshop then provided attendees with a range of creative thinking tools for generating ideas to grow their businesses and increase efficiencies.
- James' keynote and workshop was highly rated by organiser and attendees.

## James Taylor helps Thai businesses unlock their creative potential and adapt to technological disruption

M Academy provides training for corporate clients across various industries and is a subsidiary of McDonald's Corporation's keen knowledge of business operations, management, building inspiration, and developing a positive attitude to help unlock the fullest potential of businesses and ensures internationally accepted excellence.

M Academy invited James Taylor to deliver a keynote and one day workshop at their headquarter in Bangkok. The event was attended by over 150 C-Suite, Vice-President, Director and Managers from companies in the food, beverage, insurance, consumer products, financial, banking, telecommunication, automotive, healthcare, chemicals, airlines, energy, tourism, hospitality, construction, and oil and gas industries.

The objective of James Taylor's session was to unlock creativity and provide the audience with creative thinking tools in order to help these leaders generate ideas to achieve exponential growth for their businesses. Simultaneous translation into Thai was provided for those attendees that required it.

In addition to conducting a pre-event call with the M Academy event team, James also created video marketing content to help them promote the event.

The final presentation combined highly interactive creative thinking activities with thought-provoking ideas and the latest insights on artificial intelligence, innovation and human creativity. The event was such a success that James was invited back the following year to speak at more events for M Academy.

*"James Taylor led a powerful 1-day workshop on how to "Unlock Your Creative Potential" at M Academy on 12 December 2019. He transformed the audiences with the right mindset, tool sets and skill sets to fully unlock their creativity potential. His engaging, insightful and interactive style is unique, exciting and totally inspiring. Thank you James for your wonderful job! "*

*Pajaree Sojaiya, Program Head, M Academy*

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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