

# Be an Arsonist and a Firefighter!

## *How Great Leaders manage risk and empower innovation*

This keynote talk will enliven your conference, engage and challenge your people and help you to become more innovative. Paul Sloane explains how to unlock the inventiveness in your team and turn it into profitable innovation. He uses stories, examples, practical advice and golden rules. The audience will learn:

- Why making the current business work better is not enough.
- How assumptions limit our ability to conceive better solutions.
- Why great leaders constantly ask searching questions
- How and when to take a different point of view.
- Why we must welcome failure.
- How leaders empower their people.
- How to be an arsonist and a fire fighter!

This talk is ideal for anyone who is involved in leading teams or managing change.

Paul Sloane is an entertaining, thought-provoking, motivational speaker and a recognized expert on innovation, lateral thinking and leadership. He has 30,000 followers on Twitter and is the author of 25 books on lateral puzzles and creative leadership. Over 2 million copies of his books have been sold. He is the founder of Destination-Innovation, ([www.destination-innovation.com](http://www.destination-innovation.com)) a consultancy that helps organisations improve innovation.

He facilitates meetings, leads workshops and gives after-dinner talks and keynote addresses. His talks offer a unique blend of puzzling challenges, humour and hard-hitting business messages. Clients include Airbus, ARM, Bayer, Microsoft, Nike, Novartis, Swarovski and Unilever.

Paul took a first in Engineering at Cambridge. He joined IBM where he came top of Sales School. He went on to be MD of the database leaders, Ashton-Tate. He became VP International for MathSoft Inc. and CEO of Monactive Ltd. His latest book is *The Innovative Leader*, published by Kogan Page.



### Some quotes from clients:

Many thanks for a super talk at our seminar. The feedback has been extremely positive and you helped contribute to a very successful event. **Vodafone**

Really useful material presented enthusiastically and with immediate relevance. **BT**

Your session was first rate; amusing, informative and thought provoking. **Qinetiq**