Creativity Drives Business... and Results

Gina Diez Barroso de Franklin, president & CEO, Grupo Diarq, Mexico
The future of business?
Global Warming’s Terrifying New Chemistry

Our leaders thought fracking would save our climate. They were wrong. Very wrong.

BILL McKIBBEN
So... what can we do?
The answer is Creativity
THE EVOLUTION OF DESIGN THINKING
IT'S NO LONGER JUST FOR PRODUCTS. EXECUTIVES ARE USING THIS APPROACH TO DEVISE STRATEGY AND MANAGE CHANGE. PAGE 55

Wrong Theory: The Power of Imperfection
by Scott Dadich

10 Rules for Making Great Stuff Now
Airbnb's Vision for Your Next Vacation
Nike's Awesome New High-Tech Air Jordans
AIRBNB's Radical Bet / The Cult of NASTY GAL / In Praise of TWITTER, SNAPCHAT & TINDER

EXCLUSIVE
SECRETS OF PIXAR
Fourteen #1 hits in a row doesn't happen by accident

HOW TO UNLEASH CREATIVITY

WHAT MAKES B. CATMULL THE BEST MANAGER IN BUSINESS

THE MASTER SPEAKS: “You may want to be sweet, smart, or control change. But you can't control Pixar's Catalyst.”

DESIGNING YOUR BRAIN TRUST

NO. 8 EDMUNDS/CHOOSE: Why Stephen Coburn, Howell, and 10 million kids love CEO Christine

THE WORLD’S 50 MOST INNOVATIVE COMPANIES

THE TESLA GUIDE TO TALKING SMACK

WHAT YELP CAN TEACH UBER

THE RAP ON TWITTER

APPLE'S SOFT TOUCH VS. AMAZON'S HARD SELL
Linear thinking

Non-linear thinking
# The Most Innovative Companies of 2018

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*Source: Boston Consulting Group | The Most Innovative Companies of 2018*
## Top 10 skills

### In 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

### In 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

**Source**: Future of Jobs Report, World Economic Forum
Science
STEAM

Science
Technology
Engineering
STEAM

Science
Technology
Engineering
Arts and Creativity
STEAM

Science

Technology

Engineering

Arts and Creativity

Mathematics
Wellness Trends 2018

1. Mushrooms Emerge from Underground
   Whether “magic” or medicinal, shrooms’ superpowers come to light

2. A New Era of Transformative Wellness Travel
   Circuits, sagas and epic storylines

3. Reframing the First 1,000 Days
   Preconception & paternity enter the health equation

4. The Wellness Kitchen
   Kitchens catch up with healthy eating

5. Getting out “Clean Air Act” Together
   Taking personal responsibility for the air we breathe

6. Extreme Wellness
   Hacking our way to better brains, bodies and overall well-being

7. Wellness Meets Happiness
   The new happiness science indicates where wellness must go: drive more social connection and tech disconnection

8. A New Feminist Wellness
   From a surge in women-only, wellness-infused clubs and co-working spaces – to a storm of FemTech “solving” for women’s bodies

Source | Global Wellness Trends Report 2018
As global pioneers in consciousness enhancement, we welcome you to the world of brain optimization.
“Creativity is just connecting things”

Steve Jobs
Thank you!