

# WHY BUSINESS INNOVATION MAY COME FROM THE ARTS

The Caudan Arts Centre is proud to be the one of the stops on acclaimed speaker Nir Hindi's world tour. During this half-day event, Nir will present groundbreaking methodologies on how to use an artistic mindset also known as right brain thinking to influence organisational decision making traditionally based on the left-brain thinking.

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ARTIAN  
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CAUDAN  
ARTS  
CENTRE



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SPEAKER  
NIR HINDI

13<sup>TH</sup>

FEBRUARY

*“Imagine where your company will be ten years from without innovation? And where it could be with innovative processes that stand out from the crowd?”*

**Price: Rs 3,600** excl VAT including lunch and tea breaks

**Rs 1,500** excl VAT for additional workshop (*Limited seats*)

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## IGNITING AN ARTISTIC MINDSET FOR INNOVATIVE LEADERS

“Am I good at generating innovative business ideas? Do I know how to find innovative and creative people for my organization? Do I know how to train people to be more creative, innovative and to think outside the box?”

If you are thinking about your company's future, you have probably found yourself debating these questions. One's ability to generate innovative ideas is not merely a function of the mind but also a function of behavior. This is good news for us all because it means that if we change habits and behaviors, we can improve our creative impact.

### What is the Artian?

The Artian applies methods and practices from the art world and combines them with knowledge from the business and entrepreneurship world to ignite an Artistic Mindset. A mindset that focuses on skills required in the innovation world.

By doing so we assist organisations to develop the use of the right brain thinking: imaginative, intuitive, creative and emotional. We believe that organisations should let right brain thinking grow naturally instead of forcing it on left brain organisations

### Who should attend?

The course is designed for decision makers. CEOs, Directors, General Managers, Strategy Managers, Innovation Managers, Consultants, Department heads and any other position which has accountability for shaping the future of the entire organization or of their own department will find the discussion invaluable.

### What are the topics?

PROVOKE a new way of thinking by challenging the way your employees think about the intersection of art in the world of business, entrepreneurship, technology and innovation

**First Keynote:**

Renaissance of Renaissance Thinking

This session will advocate for the connection between artistic talent and business entrepreneurship, two areas that fuel each other and provide an opportunity for mutual learning.

**Second Keynote:**

Why Business Innovation may come from Art

The session will explore the impact that art has on the innovation process in the business world. Through examples from the past and present of business companies and projects like Xerox Palo Alto Research Center (PARC), we show why art and science go together and how companies can use art as an additional innovation tool in their toolkit

**Optional Workshop: Switch-on your observation skills**

In this intimate workshop, Nir will take a hands on approach through carefully crafted activities to demonstrate how business professionals can use key observation techniques used by artists and apply them to business situations in order to recognize patterns, cluster data and reinterpret observations. This session is limited to 40 participants only on a first come-first served basis.

### About the speaker

Nir Hindi is a business entrepreneur who has been active in the Israeli entrepreneurial ecosystem for many years. Though rooted in the world of technology and business, Nir always has one foot in the creative world. As an entrepreneur, he brings the unique ability to navigate between business requirements and wide-ranging set of creative practices. Today his speaking assignments have taken him to all 5 continents and into the boardrooms of some of the largest companies around the world.

- Serial Entrepreneur & Venture Investment Company Co-Founder
- Training Professional of the Financial Times/IE Business
- School Learning Alliance
- IE Business School Executive Education Visiting Professor
- Founder of the monthly Art and Tech event series at Google Campus, Madrid
- Published author

### How to book your seat:

Fill the registration form available on

[www.caudanevents.com](http://www.caudanevents.com) or

email [banquets@caudan.com](mailto:banquets@caudan.com)