

Creativity

ICN Business School nancy | metz

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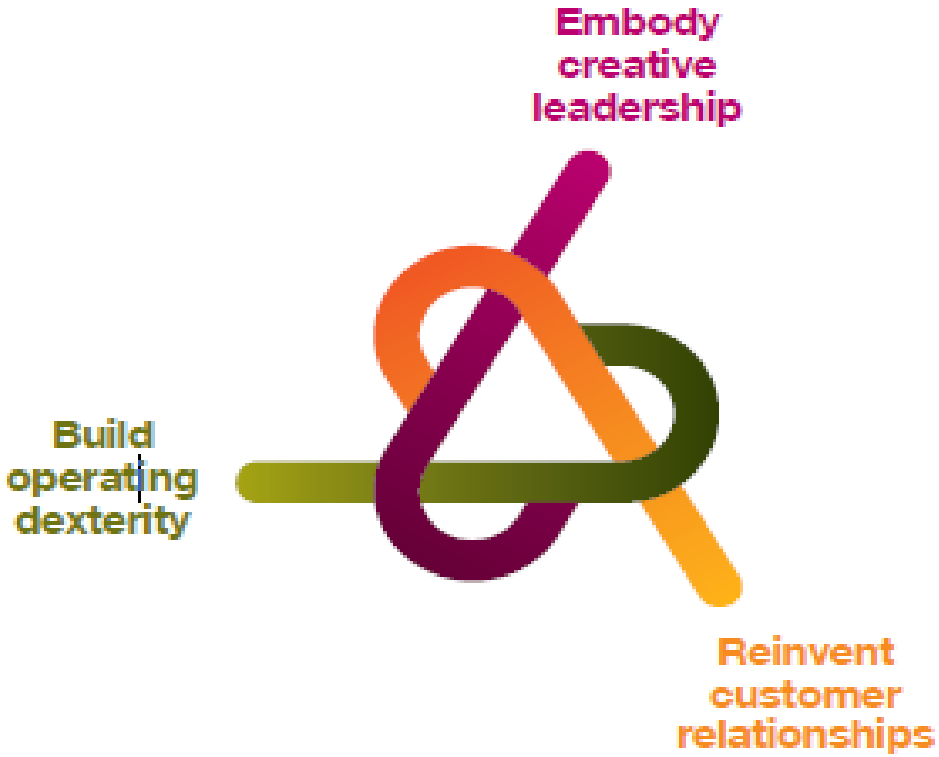
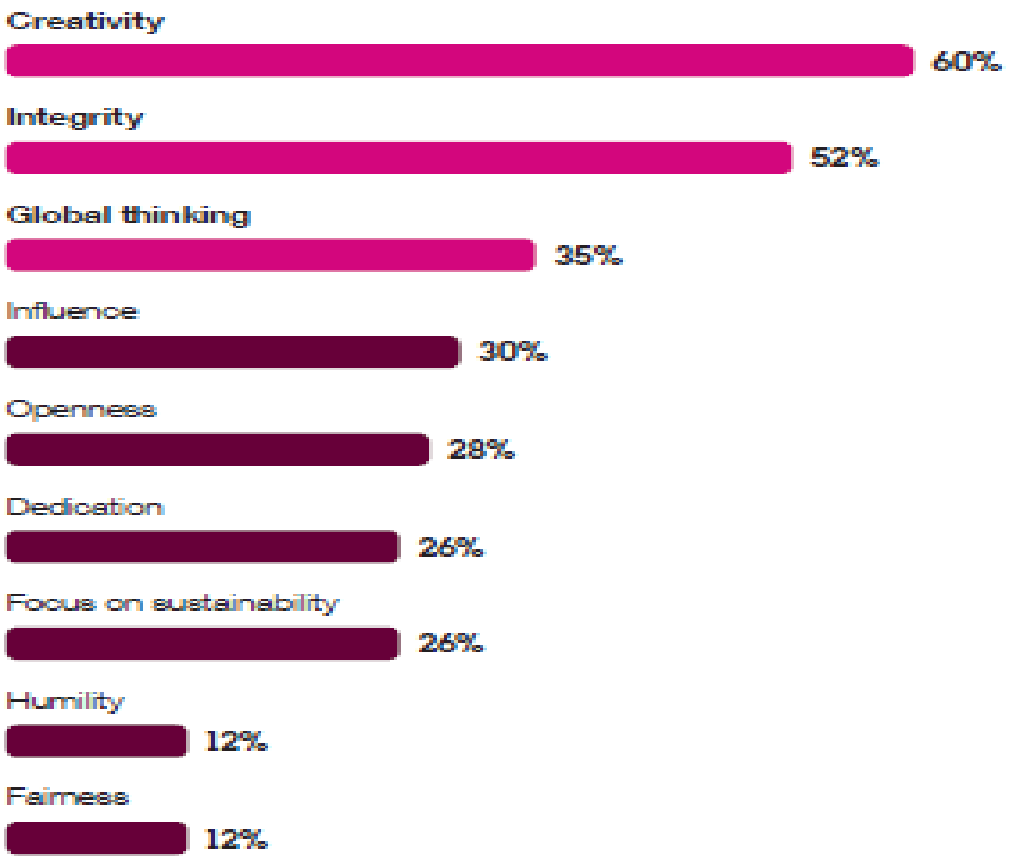
EFMD EQUIS ACCREDITED

Capitalising on Complexity

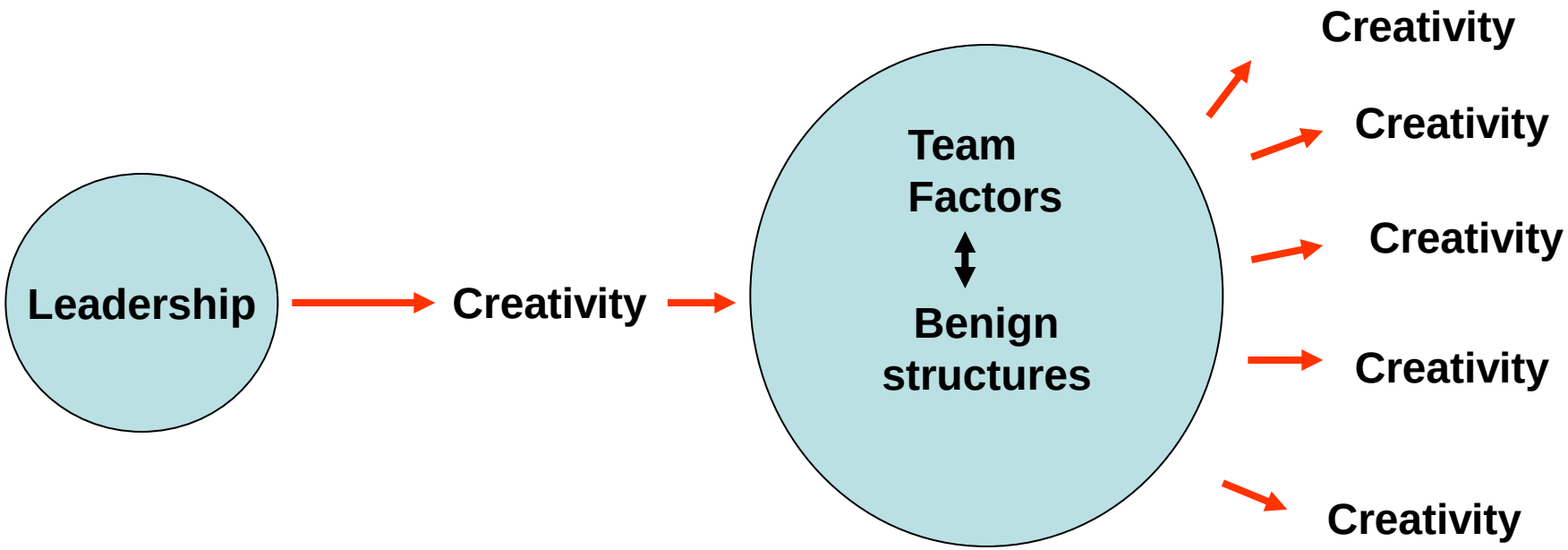
- Insights from the Global Chief Executive Officer (CEO) Study conducted Between September 2009 and January 2010
- This study is based on face-to-face conversations with more than 1,500 CEOs worldwide


Embody creative leadership
Build operating dexterity
Reinvent customer relationships



Creativity is the most important leadership quality, according to CEOs

Creativity is a Leader's secret weapon!!!!




CREATIVITY



Improving creativity in the workplace

http://www.youtube.com/watch?v=XD6N8bsjOEE

Google’s way

http://www.fastcompany.com/3017824/work-smart/how-googles-flexible-workspace-ignites-creative-collaboration-on-wheels

Creative thinking makes the difference*

*La créativité fait la différence



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