

CASE STUDY CONGLOMERATE



James Taylor invited to deliver an interactive and inspiring keynote for Town Hall event in Muscat, Oman



AT A GLANCE

Client

Conglomerate consisting of more than sixty companies operating locally, regionally and globally.

Audience

Leadership and senior managers

Country

Oman

Challenge

How to move the organisation from a trading mindset to a more innovative and entrepreneurial one.

Solution

45 minute keynote

Results

The leaders in the room learned about strategies and tools for developing a culture of innovation and creativity.

"James Taylor exceeded our expectations as a keynote speaker for our Town Hall event. His engaging style, insightful content, and interactive approach made a significant impact on our audience, leaving them inspired and energised. I highly recommend James Taylor to any organisation seeking a memorable and impactful speaker for their events."

Hilal O. Al Siyabi

Chief Corporate Services Officer,
The Zubair Corporation



ABOUT THE CLIENT

The Zubair Corporation has over 7,000 employees and is one of Oman's foremost family enterprises which has grown from small beginnings in a souq into a conglomerate of more than sixty companies operating in energy and natural resources, industrial and chemicals, real estate, IT, Education, FMCG, and Smart Electrification and Automation. The Mobility & Equipment division alone represents some of Oman's most recognisable global automotive brands including Mitsubishi Motors, Fuso (part of Daimler Group), Volvo Trucks, and Renault Trucks.

The 'Zubair Town Hall' event was held in Muscat and the goal was to move Zubair's leadership and management from a 'trading' mindset to one that is more innovative and entrepreneurial. The Zubair Corporation's CEO invited James Taylor to deliver an interactive keynote to help him develop a 'culture of innovation' and break down silos in the organisation. '

The opening of James Taylor's keynote used a humorous 'cold open' to enable James to quickly build rapport with the audience. It then moved into showing what the four most important soft skills in the age of artificial intelligence are; creativity, collaboration, communication and critical thinking skills. To make the keynote more interactive a number of ice-breaker and collaboration activities were added in the time available. The keynote also touched on SuperCreativity, which is how employees and executives can augment themselves with artificial intelligence, machine learning and robotics.

The final inspiring keynote consisted of an action-packed, humorous, and insightful presentation on the role of creativity and curiosity in doing innovative work and thinking more entrepreneurially within a corporate setting.