

# Nils Vesk

## ***Innovation and Creativity Speaker, Author and Workshop Facilitator***

Nils Vesk is the quintessential 'go to' man for creating money making ideas and energising people to turn those ideas into a reality. His philosophy is simple: ideas are useless unless we give them legs.

Nils has a broad range of experience and stunning depth of knowledge, combined with the unusual ability to deliver his messages with elegant simplicity. His expertise is as diverse as it is dynamic - from designer to presenter, from facilitator to consultant - this is a man who is a must-have addition to your business.



Nils delivers keynote presentations and runs creative training workshops for some of Australia's leading companies.

### **About Nils Vesk:**

Brought up in a family of PhD scientists and master engineers, Nils Vesk was encouraged to blend the logic of science and engineering with his passion for design and creativity.

He began his career as an urban designer, creating amusement parks and towns in Asia, but in the process became concerned with the wellbeing of his colleagues as they struggled to cope with highly stressful situations that were robbing them of their happiness and ability to perform. In his spare time Nils became a personal trainer and yoga teacher, and gained such intense satisfaction from helping people, that he went on to write his internationally-published book, *Life's Little Toolbox*, co-host Channel Ten's *Yoga TV* and released his own men's fitness DVDs.

It wasn't long before the corporate world discovered Nils' ability to combine mind and body vitality with the innovative design principles needed to create valuable new products and services.

Organisations saw the value in his creative genius, energy, motivation and ability to simply communicate the 'how to's' of thriving in business. Today, he is a regular on the keynote circuit - speaking to organisations that want dynamic and effective ideas to create outstanding business results.

When Nils began coaching CEOs in their creative thinking, he recognised that many great ideas are lost because of a lack of follow up. He then created a system to generate, capture and realise

creative ideas. He's worked with groups as small as two to groups as large as two thousand to improve business product, service and process.

### ***Nils' keynotes, works as an MC and facilitates workshops on:***

#### **BREAKING BUSINESS AS USUAL**

##### *Finding Momentum when you're stuck*

In a world where hitting targets often feels like a last-minute leap, sticking to the same old strategies leads us into the trap of 'business as usual' - creating predictable, unremarkable results.

In today's cutthroat market, where the business game evolves faster than a viral trend, pausing to ponder can mean playing catch-up. 'Business as usual' (BAU) might just hand the baton to your competition. 'Breaking Business As Usual' is about harnessing the power of swift, strategic change to outpace the pack, not just keep pace.

In our most time-pressed, complex era ever (and let's not even start on AI), "Breaking BAU" is Nils Vesk's revolutionary keynote, honed over two decades as a catalyst for change.

#### **You Will Discover:**

- Strategies to pinpoint and eliminate the friction points anchoring you to the status quo.
- Rapid, dynamic solutions that don't just patch up issues but dissolve them entirely.
- How to harness your untapped pockets of excellence and catapult your success trajectory.

And there's more - when you master these strategies, the transformation is contagious.

#### **Your team will:**

- Craft unorthodox solutions that obliterate recurring problems. Let's face it, conventional thinking creates conventional results.
- Hit the sweet spot of change, where prioritisation, motivation, and integration converge.
- Implement 'Momentum mechanisms': a robust framework to turn ambiguity, and uncertainty into actionable solutions

#### **SCRAMBLE™**

*How to create commercial validated ideas on demand*

*Rapid, risk-free innovation that won't cost you a fortune.*

When business operates at a supersonic MACH 3 pace, we don't have the luxury of taking a few days to think of a solution, especially when someone else is gunning for your position.

On the fly, we need to be able to analyse a pressing problem and generate profitable solutions, followed by validation and a strategy to validate and execute. In short, we must create rapid commercial solutions as quickly as possible.

### **You Will Learn:**

- Validate your ideas rapidly and inexpensively to eliminate the risk
- Flip the bottlenecks costing you time & money into innovations
- Tap into the innovation cognition regions of the brain
- Facilitate and prompt innovative thinking ideas with just one question
- Create rainmaking ideas from scratch

### **UNTHINKABLE**

*Insider secrets to change performance mindsets*

We live in a rapidly evolving world that needs people to be adaptive and open to changing how they think. Rethinking business and life challenges, and having the ability to think differently to create groundbreaking ideas that effect positive change.

Being able to 'un-think' how things used to be done and then rethink how things 'need' to be done in our evolving world are a must. In this session, you will learn how to identify the habits and thinking that hamper your ability to contribute to game-changing thinking & how to rewire your mind in order to accelerate your success by thinking the unthinkable.

### **You Will Learn:**

- How to break your limiting habits and beliefs
- How to start rewiring what you thought was possible
- Ways to eliminate unwanted behaviours
- How to deal with discomfort
- How to create valuable ideas effortlessly

### **THE 5min INNOVATOR™**

*Everyday innovation for the time-poor.*

Innovation doesn't have to take long. In fact, we can innovate with as little as five minutes a day.

Now more than ever, innovative ideas are the currency for success. While we know innovation is valuable, it's a sad fact that too many people in organisations don't have the time to innovate... Or do they?

The good news is no matter how time-poor or how crammed our heads might be with traditional business management skills, with Nils' 5minute innovation techniques, anyone can start innovating to improve their results.

### **You Will Learn**

- Mental deck of quick practical processes to solve problems
- Redefine problems to discover the crux of a problem
- Use models to deconstruct & prevent mistakes

- Simple daily activities that generate improvements

### **INSIGHT.FULL™**

*Uncover what your customer really wants to pay for.*

Insights that will fuel your business growth

Want to know the starting blocks for the world's best innovations?

It's insights. An insight is a word commonly used but seldom understood. It's a human truth, be that a customer frustration, need or desire, or emerging trend that has yet to be capitalised on.

Most of us make the mistake of generating ideas without clarifying what customers think and the emotional undercurrents that drive their purchasing behaviour.

Focus groups don't work due to biases, and people suck at predicting how they will behave in the future.

The secret lies in observing and decoding how they behave to what you put in front of them and what they are thinking but not saying aloud.

### **You Will Learn**

- Spot critical trends that will affect your industry and market
- Uncover the emotional undercurrents that are driving your customer behaviour
- Learn the drivers to shift customers from inertia into action
- How to join the conversation your client is having in their head with the product or service you are selling

### **PROBLEM DISSOLVER**

*Quickly Eliminating Problems Forever*

Let's face it. Every organisation has problems. The more problems reoccur, the more time, money and effort it costs us.

Unfortunately, problems occur across all levels of an organisation—from team members to the CEO. In fact, a recent Harvard study revealed that the average CEO spends 36% of their time-solving problems.

While fixing a problem may create a short-term solution, dissolving it ensures that it never rears its ugly head again.

When problems arise, we need to respond rapidly while simultaneously tackling the real cause and elevating our thinking to generate high-reaching bankable solutions.

### **You Will Learn:**

- Why uncovering the underlying cause of a problem can be the most valuable step to freeing

up your valuable time and effort. Nils' four-step framework makes discovering the root cause foolproof by showing you where it lurks.

- How to eliminate painful bottlenecks and customer complaints. Just use Nils' "secret technique" and watch them disappear.
- Why every problem has the risk of repeating itself and how to eliminate the chance of a problem recurring ever again.
- The absolute FASTEST way to generate Problem Breakthrough Ideas... Even if You're Not Creative
- A proven way to assess which solution to implement... Quickly and at minimal risk. One quick litmus test to see if your solution will succeed... Before you've even built it.

## Client testimonials

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“ He helped create an agenda which ensured the intention of our event was clear and met our MD's objectives; but also gave fresh perspective on how to bring more energy and excitement to this event.

- ***Stella Resorts Group***

“ He led us, he guided us, he facilitated, he challenged us, and most importantly he helped us innovate and become thought leaders. He was fabulous, his style is terrific his energy is contagious and we'd use him again in a heart beat.

- ***Commonwealth Bank***

“ Your session was exactly what we were looking for. Informative, but relaxed and enjoyable. The team were all very impressed with your ideas, presentation and the simplicity of application.

- ***Telstra***

“ Thanks Nils- an important session for the team that they will remember.

- ***Bluescope Steel***

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