

BOOK LAUNCH & KEYNOTE IN SINGAPORE

This special event is for senior leaders and innovation champions at the brand new Innovation Centre

WHEN: July 27, 12:00 – 1:30pm (1230: Lunch | 1:00PM Keynote | 1:30 Q&A, networking)

WHERE: Collision 8: High Street Centre, 1 North Bridge Road, #08-08 Singapore 179094.

RSVP: By invitation only: RSVP essential events@collision8.com or info@tirian.com

COST: \$49 – includes lunch, keynote, Q&A, networking and a signed book

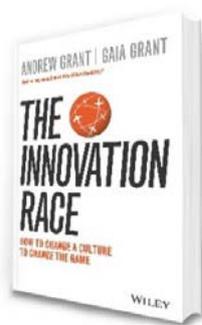
Special offer: The first ten people to RSVP come as complimentary VIP guests, lunch and the book is on us! (*from individual companies.) Ask us about sponsoring a table. Press / Media contact us for special invite & interviews.*

ANDREW GRANT | GAIA GRANT

THE INNOVATION RACE



HOW TO CHANGE A CULTURE TO CHANGE THE GAME



If innovation is a race, who wins, who loses and who gets eliminated? How is it possible to stay ahead of the game? Or can we *change* the game?

“Read this book before it’s too late.”

Margaret Heffernan, Bestselling Author, BBC TV producer, CEO & entrepreneur

“An engrossing journey.”

Peter Martin, Economics Editor, The Age

Business book of the month Times Books @ Changi Airport

Can Singapore stay ahead in the ‘innovation race’?

Learn how Singaporean companies can create a culture of real innovation.

Singapore has been recognised as one of the most innovative cities in the world. As economists estimate that up to 80% of growth comes from new ideas and innovations, it’s worth considering: How Singapore has emerged as a race leader? And how can this focus on innovation translate into a broader long-term growth strategy?

The founders and directors of Tirian and best-selling international authors Andrew and Gaia Grant are announcing the release of their latest book **The Innovation Race**. Drawing on 30 years of experiences in working with teams as diverse as indigenous communities through to Fortune 500 companies globally, as well as providing fascinating facts and statistics from detailed academic research and client case studies, the Grants have produced this unique innovation guide.

In this breakthrough new approach to the topic Andrew will share the research as to why some countries, cultures and companies race ahead while others struggle. Part of their journey explores innovation in Asia, highlighting “the Singapore sprint”, where Andrew will present findings (and create content for a great Q&A session) on how to ensure innovation is sustainable over the long term. This session will introduce vital considerations for creating a culture for *purpose-driven innovation* and outline how to navigate the 4 key paradoxical challenges that can either frustrate or fuel innovation (based on the key polar positions of exploration vs exploitation).

Andrew Grant is a [TEDx](#) speaker and a top-rated professional keynote speaker at many international events including: *The World Innovation Conference (France), The World President’s Organisation Global Edge Conference (Australia), Optus / Singtel, and HR Summit & Unwired (Singapore)*. Andrew has facilitated strategic workshops that focus on culture transformation to support innovation with key executive level clients around the globe, including: sustainable solutions for emerging markets at Nestlé in Switzerland; preparing leaders for the future of the hospitality industry at the Four Seasons Hotels globally, and creating compelling marketing ideas for Disney in HK. He has worked with Mercedes Benz in China, with innovative brand positioning, Estee Lauder: to re look at their regional retail models, and Salesforce to look at the Future of Marketing. His partner /co-author [Gaia](#) is a guest lecturer in the Sydney University Business School where she is also conducting PhD research into how to create a culture that supports innovation. They are authors of the international bestseller [Who Killed Creativity?... And How Can We Get It Back](#): 7 essential strategies for making yourself, your team & your organisation more innovative.

MORE ON the topic: www.the-innovation-race.com The innovation hub: www.collision8.com

Book available in Singapore through: [Kinokuniya Books](#), [Times bookshop](#), & [MPH PUBLISHER](#): Wiley, August 2016 |