

Dave Birss

2019

creativity authority, innovation agent, divergent thinker, neural lumberjack

Dave Birss is not your normal keynote speaker. After many years in advertising, his mind is now focused on the benefits of applied thinking and demystifying creativity. His methodologies, frameworks and practical exercises help to accelerate innovation and idea generation for organisations worldwide. Dave's obsession with creativity: what is it, its role in history and place in our daily lives, and what makes some people more creative than others; it is at the core of everything he does. His dynamic talks captivate audiences

with pragmatic advice and tangible techniques, all of which are immediately applicable and inspire people to take action. Dave's keynotes, Masterclasses and Creativity Audits range from co-creating meaningful new ideas, to concepting education programmes for teams, and on through to product development and marketing sessions for some of the world's most curious companies and motivated leaders. His experience and insight span many industries such as publishing, finance, psychology, education, broadcasting, technology, FMCG, and marketing.

Dave tailors each talk he gives, often challenging audiences with plain truths, while explaining the scientific principles of our brains' capabilities with simplicity and humour. Dave is on a mission to destroy the mystique around the creative process and unlock as many organisations and people as possible, so that they come up with better, less obvious ideas. He empowers individuals and teams to harness the innate creative abilities that everyone possesses and thus, make them exponentially more valuable and successful.

5 THINGS YOU MIGHT NOT KNOW ABOUT DAVE BIRSS

1. He's founder of an online magazine that covers the most sought-after business skills of creativity, critical thinking, diversity and innovation;
2. Dave created an instrument to play in whatever key that a band required, combining the didgeridoo and a trombone that plays a full octave;
3. Author of *A User Guide to the Creative Mind* and co-author of *Iconic Advantage*, and his latest best-selling book - an extraordinary system for *#HowToGetToGreatIdeas* - comes with online resource material and an accompanying Masterclass;
4. Dave can play 50 different instruments, and often demonstrates during his Masterclasses and keynotes how music teaches us to explore and discover more effective ideas;
5. Believes that brainstorming is a total waste of time and actually create fewer and less valuable ideas.



Speaker Reel: https://youtu.be/fxbDu3wld_k

Reclaiming Creativity: <https://youtu.be/B95PNfMHXU8>

Not Normal: <https://youtu.be/605Gr7s42XU>



“He's brilliant, thoughtful and thought-provoking. I love his ability to open my mind to new concepts and ways of thinking and our audiences have always felt the same.”

Graham Ruddick, Digital Donut

Dave's a Rockstar on stage: brutally honest, he shares amazing insights on all sides of creative advertising. We were a tough crowd to please and he got standing ovations!

Ivan Minic, Digital Day Serbia