

# THE INNOVATION RACE & WHO KILLED CREATIVITY?



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## ABOUT ANDREW GRANT AND Dr GAIA GRANT

Andrew Grant and Dr Gaia Grant are a husband-and-wife consulting team who have travelled the world looking at creativogentic cultures. Gaia has also conducted ground-breaking research into sustainable innovation leadership models through her research at the University of Sydney Business School.

Together Andrew and Gaia have authored a number of books with provocative titles, such as *Who Killed Creativity?... And how can we get it back?* and *The Innovation Race*. In *Who Killed Creativity?* they explore why they believe our ability to think creatively is under threat using a crime scene metaphor, and in *The Innovation Race* they dare to challenge the contemporary insatiable drive for innovation asking: 'If innovation is a race - who wins, loses or gets eliminated, and what are the dangers related to this assumption?'. The research behind these books (and PhD) has included investigating over 70 companies globally to interview CEOs and heads of innovation, ethnographic in-depth multi-year studies embedded in organisations, and surveys with thousands of participants internationally.

The last 30 years have seen the Grants develop extensive global consulting experience from working with C-level groups at Fortune 500 companies through to the education and not-for-profit sectors. They have lived and worked internationally for most of this time. This vast experience has enabled them to see innovation challenges and opportunities from multiple perspectives.

Andrew and Gaia Grant are constantly working on strategies to assist with coming up with innovative solutions to real-world challenges. Client projects have included:

- helping Nestle Switzerland come up with sustainable nutrition solutions for developing communities
- working with a major airlines & hotels on innovative approaches to crisis leadership strategies during COVID
- preparing a research report and identifying innovative practical solutions for a finance institution to implement the outcomes of the Haynes Royal Commission (dealing with ethics issues and a toxic culture in banking)
- exploring with ColPal Latin America how to create an innovative culture for supporting rural health education
- designing a health program in consultation with the Indian Education and Health Departments targeted to reach 25 mill disadvantaged people across India
- working with the Australian and Indonesian governments to find innovative agricultural solutions for struggling rural communities
- diversity challenges, collaboration and communication to ensure creative thinking, and effective cross cultural leadership at Google (USA/Asia)

## KEY INTERVIEW /KEYNOTE POINTS THAT CAN BE COVERED

### 1. Creativity & innovation

- Has innovation killed our creativity?
- Are we now more or less creative – and how is that impacting our innovation?

### 2. Innovation across countries, companies and cultures

- What is the current paradox of innovation? Balancing the need to both ‘explore’ and ‘preserve’
- Why are some countries better at fostering innovation than others?
- Why do some cultures and companies get ahead while others lag behind? Who wins, loses and gets eliminated in the innovation race and why?
- How is it possible to attract the creative class? (and how do some societies / companies lose it?)
- What can we learn from traditional cultures?
- Is it fair to measure innovation from a ‘western perspective’?
- What’s the relationship between politics, religion, faith and innovation?
- *What’s happened to Australia’s innovation push? Where do we sit in the innovation race and why?*

### 3. Sustainable & purpose-driven innovation

- What is real sustainable innovation? Is it achievable?
- Is there such a thing as ethical purpose-driven innovation?

### 4. Entrepreneurs, intrapreneurs and innovation leaders

- What is an innovation leader? (Going beyond the headline grabbing innovators and entrepreneurs)
- Why do we seem to worship celebrity innovators, and are they good for innovation or just outliers?
- Why we need people on both sides of the fence (innovators and adaptors / Explorers and Preservers) to ensure sustainable innovation.

#### SUBJECT MATTER:

- More about the types of subject matter we can cover around [INNOVATION](#) | [CREATIVITY](#)

#### SAMPLE MEDIA ENGAGEMENTS:

- Harvard Business Review TV, Fast Company, Wall St Journal, Huff Post CCCT <https://tirian.com/in-the-media/>
- Uncomfortable Conversations Podcast with Josh Szepts (ABC). “The Innovation Race- who wins loses and gets eliminated.” *coming soon.*
- The Innovation Race: Is Australia an innovation nation? (The Daily Edition TV show): <https://www.youtube.com/watch?v=nsy4VIVYzm0>
- Podcast interviews (Sydney Bus Insights, Syd Uni Bus School, ABC radio, The Drawing Room), & Idea to Value (UK) <https://tirian.com/in-the-media/audio-podcasts/>
- Has Innovation Killed Creativity?’ (The great debate - Vivid Sydney) <https://www.youtube.com/watch?v=Zuob2ul43FM&t=2s>
- Who Killed Creativity? Andrew Grant (TEDx Hong Kong) <https://www.youtube.com/watch?v=OJgLfFa-rtQ>



Andrew & Gaia Grant head into an “Uncomfortable Conversations” Podcast with ABC journalist Josh Szeps. *‘The safe space for dangerous ideas.’*

Josh Szeps has a track record for provoking bold and controversial ideas through challenging interviews. In his podcast series he has interviewed internationally renowned thought leaders such as: Richard Dawkins, Sam Harris, Scott Adams, and Jon Ronson - and he has even challenged Joe Rogan on Joe's own podcast.

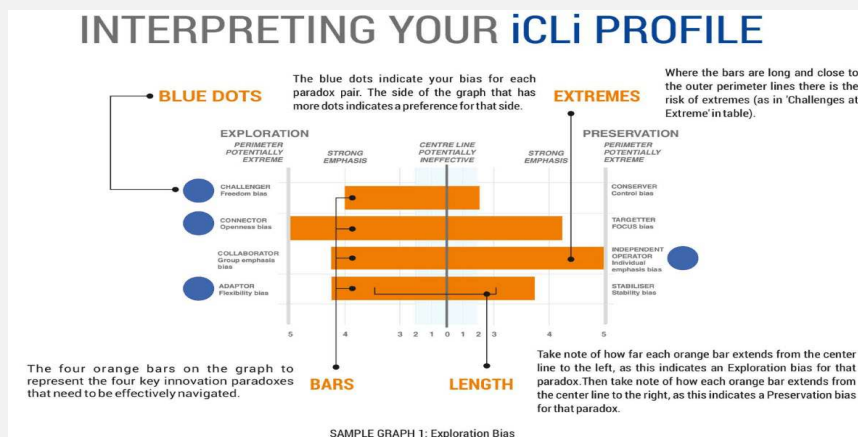
In this upcoming podcast interview Josh ventures with Andrew and Gaia Grant into their research on future innovation and leadership trends, along with discussing feature material from their book “The Innovation Race”. They explore together topics such as: which companies, countries and cultures are innovating the best; how to achieve sustainable innovation; the need for ambidextrous leadership; and how to attract the creative class – amongst many others.

A range of relevant business areas from Meta to Musk, Google to green sustainability, and AI to CQ are covered. The Grants challenge current thinking in a number of areas, including how to create a culture that supports innovation, what future leaders need for paradoxical thinking, and whether creative thinkers and innovators will be of value in an AI world.

### Are you an Explorer or Preserver? / Traveller or Tourist?

Try this assessment by Dr Gaia Grant (10 mins)

[the-innovation-race.com/icli-survey/](https://the-innovation-race.com/icli-survey/) Complementary use code **GPSP**



## MORE ABOUT ANDREW GRANT & DR GAIA GRANT

Andrew and Gaia originally started with consulting in the not-for-profit sector, and during that time they helped local teams to: develop a health education program in India designed to reach 25 million impoverished children; design and deliver a drug education program in the golden triangle with tribal groups on the boarder of Burma; provide education support for refugees camps in Indonesia; develop online learning support programs on youth policy for the Commonwealth countries, and; empower children in an orphanage in war torn El Salvador. Gaia has also more recently worked on an extensive two-year project developed by the Australian and Indonesian governments to find innovative agricultural solutions for struggling rural communities. They have designed over 20 educational programs, workshops & gamified simulations used globally.

Andrew and Gaia have lived and worked internationally over this time, including working with universities in Bhutan, the Philippines and Tamil Nadu to develop innovative programs. They also lived and worked in Indonesia with their family for 13 years, including through the Bali bombings (at one stage with a fatal bomb detonated 50 metres from their front door).

**Global Corporate Clients** range across many industries with market leaders including: Mercedes Benz, Allianz, Salesforce, Singtel, AMP, Google, Citibank, J&J, Nestle, Four Seasons Hotels, Boeing, Accenture, PwC, Colpal, Gartner, Disney, and TEDx, YPO, & the APEC CEO summit.

**KEY KEYNOTES** include: APEC CEO Summit (Vietnam), TEDx (HK) Gartner ITEXpo (ANZ), PWC (USA), Salesforce Roadshow (ANZ), HR Summit (Singapore), AMP (Dubai), Citibank (China), YPO GLC (Aust).

## AUTHORS OF TWO BOOKS ON THE TOPIC:

**The Innovation Race: *How to change a culture to change the game*** (Wiley).

- *“An engrossing journey that gathers insights from the fields of economics, anthropology, ethics and psychology.”*  
**Peter Martin, Economics Editor, The Age**
- *“Every company in the world is now struggling to define themselves for a future they have yet to imagine. They all know they have to innovate to survive; the best appreciate that innovation is what gives their businesses relevance and drive. But few know how to get there from here. Culture, of course, is key, but what kind of culture? That’s what this book sets out to explore and define. No question in business today is more urgent. So read this book before it’s too late.”*  
**Margaret Heffernan, Author of best sellers “Willful Blindness” & “Beyond Measure”, BBC TV producer, CEO & entrepreneur, Huffington Post blogger, USA**

**Who Killed Creativity?... And how can we get it back?** (Wiley).

- *“Both the book and the “roadshow” are captivating.”*  
**Nick Miller, South China Morning Post**
- *“Who Killed Creativity” is a marvelous book. Unlike many creativity books that are a re-hash of basic principles, a collection of cliché case studies and the author’s re-labeling of standard creativity techniques, “Who Killed Creativity?” is engaging insightful and very useful. This is a professional book that is also a great pleasure read.”*  
**Dr. Roger Firestein, State University of New York**
- *“Having been a creativity scientist and practitioner for more than 20 years I have been exposed to most of the straight and curve balls in the industry. “Who Killed Creativity? and How Can We Get It back,” makes a very important contribution. So often money and time is wasted on solutions that eventually make very little or no impact – the major reason for this is that solutions are generated before the essence of the problem is understood. This book, in a fun and novel way, identifies the killers and blockers of creativity in the organization and identifies the solution processes that will get you the desired results. The book is an easy read, useable and practical – go buy yourself a copy.”*  
**Dr Kobus Neethling, President South African Creativity Foundation**
- **GAIA HAS ALSO WRITTEN TWO MEMOIRS:**
  - The Rhythm of Life** – Simpler and Less Stressful Parenting for Happier, Better-Adjusted Kids - raising families in traditional cultures (Transworld)
  - A Patch of Paradise** – A woman’s search for real life in Bali (Random House)

## ACADEMIC PEER REVIEWED PUBLICATIONS & PRESENTATIONS

Grant, G. (2015). **'Can we meaningfully compare creativity across cultures?'**. in Culpepper, M. & Burnett, C., *Big Questions in Creativity* (vol 3, pp. 129-144). Charlotte, USA: ICSC Press.

Grant, G., Knight, E. & Cuganesan, S. (2017). **'Between community and corporate: How the top management teams experience paradoxical demands in strategizing'**. *33rd EGOS Colloquium: The Good Organization*, Copenhagen, Denmark: European Group for Organizational Studies (EGOS)

Grant G., & Cuganesan, S. (2018). **'Dual leadership dynamics: Identifying how dual executive leaders navigate competing innovation sustainability demands in growing organisations'**. *Academy of Management AOM Specialized Conference: From Start-up to Scale-up: Coping with Organizational Challenges in a Volatile Business Environment*, Tel Aviv, Israel, 17-19 December 2018: Academy of Management.

Grant G. (2018). **'From detecting dichotomies to navigating dipoles: A theoretical and practical model for identifying paradoxical innovation leadership orientations'**, *34th European Group for Organizational Studies (EGOS) Colloquium*, Tallin, Estonia: European Group for Organizational Studies (EGOS).

Grant, G., Cuganesan, S., Knight, E. (2019). **'Creating agile leadership teams: How shared leadership models can better manage the ambiguities of sustainable innovation and growth'**. Sydney, University of Sydney.

Grant, G., Cuganesan, S., Knight, E. (2019). **'What it means to be an ambidextrous innovation leader: For sustainable development in a rapidly changing world'**. Sydney, University of Sydney.

Grant G., & Dowson, M. (2019). **'Profiling innovation leaders: Developing and applying a multidimensional measure of paradoxical innovation leadership orientations for Identifying ambidexterity across different occupational profiles'**, *35th European Group for Organizational Studies (EGOS) Colloquium*, Edinburgh, Scotland: European Group for Organizational Studies (EGOS).

Grant, G. (2022). **'Developing ambidexterity to enhance employability'**. *The 12th International Researching Work & Learning Conference*. Canada: RWIL.



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