

# THE INNOVATION ENGINE:

Fuelling personal  
success



Recently voted **the best  
speaker** to ever present  
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**KEN  
HUGHES**

Leading Consumer &  
Shopper Behaviouralist,  
CX Strategist and Keynote  
Speaker



## Speech summary

Every corporate organisation recognises that creativity and innovation are the fuel that will drive their engine to success. The problem is that most organisations fail in catalysing this creativity, and so the innovation funnel runs dry. If we are to push established boundaries, challenge norms and solve problems in new ways then we have to change our approach. We have to avoid routine thinking, and it has to start with the individual.

Habit & Routine are the enemy of creativity, but yet most of us sit at the same desk, in the same role, surrounded by the same people every day. If we are to truly engage with problems in new ways, to surpass our personal and professional capabilities, we need to learn to break the routine.

This unique speech challenges delegates at an individual level to rewire how they think and act, to build a culture of creativity from the ground up. There will always be personal and professional disruption. The difference between being a victim and victor of these changes is in your response and attitude.

This talk is highly entertaining, motivating and inspiring. It has lit a fuse under hundreds of thousands globally who have heard its message, either live or through Ken's TED Talk on the subject.

The central message is that by rewiring yourself to look for opportunity, by stepping up and out on a daily basis, creativity and success follow. How do you expect to be creative or succeed if you do the same things every day? Do more, be more.

“ Some  
quotes  
from this  
speech

*“How do you expect to be creative if you do the same things every day? Sitting at the same desk with the same colleagues doing the same thing, day after day, year after year. Actively seeking to challenge the status quo, every day, brings you new opportunities. Strive to live that life less ordinary”.*

*“Just like an organisation can't be actually responsible for your everyday health, or your everyday happiness, it similarly can't be responsible for fostering play and creativity either. Not fully. It can encourage. It can facilitate. But the spark? The desire to play? This has to come from you yourself”.*

*“Being brave isn't about not being scared. It is about feeling the fear and finding a way through it anyway. That is the courageous approach to risk”.*

*“Creativity and Innovation will never succeed unless you have follow-through. A good idea is created when we take the time to bring it to reality. In the end it is all about commitment and following-through”.*



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## Key learnings from this talk

- ① How habit and routine are the enemies of personal development and creativity.
- ② Why risk and play are central constructs to personal and professional change.
- ③ How to motivate the self into bringing a A-Game every day, at work and in life.



*"Trying to find a HR speaker who can energise, inspire and excite as much as they can provoke and challenge can be difficult. We have used Ken several times and he never fails to do all of the above with our global employee teams as well as with our customer base. If you are looking for true employee inspiration and outstanding insight into the HR realities, look no further"*

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**ALICE ACKERMAN**  
**HOSTELWORLD**

*"The level of commitment from Ken tailoring his keynote speech around our conference theme was fantastic. As always his performance on stage was both entertaining, involving and inspirational for all delegates. Highly recommended"*

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**BØRGE HOSETH**  
**NORWAY**

*"Inspirational is a word that is too often overused, none more so than in relation to speakers, many of whom are very good but not truly inspirational i.e. inspire people to think or act in a different way. I had high expectations based on your Ted Talk and feedback I had received from a couple of people who had seen you live previously, and I am delighted to say that you surpassed them all. Thank you for a truly inspirational session!"*

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 IKEA

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Walmart 

  
Red Bull®  
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“

This talk is inspirational. Just brilliant. Watch it and share. I love this idea

“

This is great. I'm so inspired. Such a 'rock star' speech

“

This guy is clearly Europe's answer to Tony Robbins

“

Agree to live a life less ordinary. Time-Bender recruitment. Fantastic talk.

“

Agree to live a life less ordinary. Time-Bender recruitment. Fantastic talk!

“

Fantastic talk by @KenHughesIE today! Lots to think about and lots of ideas down on paper... Thank you!

# About Ken Hughes

Ken Hughes is now acknowledged as being the world's leading authority on consumer and shopper behavior, internationally renowned for helping his largely blue-chip client base better understand the needs of the future consumer.

With 20 years' experience as CEO of a consumer insight agency, he blends his understanding of consumer psychology, shopper immersion, digital anthropology and retail futurology to explore the needs of the new consumer and predict the changes to come.

Ken advises some of the biggest brands in the world on customer experience, omnichannel strategy, AI, retail trends, the millennial and Gen Z shopper and the peer- to-peer economy. As an accomplished author, TED speaker, university lecturer and actor, his performances are not only insightful and thought-provoking but are infamous for their sheer energy, entertainment and passion, not to mention his generous Irish wit.

Every year, Ken shares his thought-disrupting insight with tens of thousands of delegates all over the world as one of the most popular keynote speakers booked on the international conference circuit relating to the future consumer.

He is regularly voted best speaker at events to which he is invited to speak and believes in engaging and delighting event attendees at every opportunity.



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- World Renowned Consumer & Shopper Behavioralist
- Author of The Blue Dot Consumer
- Keynote Speaker & CX Strategist



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