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Keynote: Cultivating a culture of innovation through leadership

Innovation; A BIG word, the root of which very few people in the modern or traditional business world grasp. It's often associated with thinking outside the box, invention, revolution, thinking differently, being different and taking the unconventional road.

These often bombard our mind when we think of innovation. They are misguided approaches that tend to create an overbearing, unreachable, only for the Einstein-of-the-world, view of the word. It doesn't have to be that way! In this keynote session, Dr. Amir Jamshidi will endeavor to modify the stale perspective of innovation, as it has been engrained in our minds, and explore its simplicity in terms of leadership styles while offering strategies to nurture it.



