

CHRIS BARÉZ-BROWN

HOW TO HAVE KICK-ASS IDEAS
Creativity that delivers

Turn everyday thinking into commercial gold

Creativity isn't magic - it's a muscle. Chris shares practical tools and experiments to help anyone spark fearless ideas and turn them into results. With stories, humour, and techniques proven in companies from Coca-Cola to Unilever, he helps people make creativity a daily habit that drives innovation and growth — even in uncertain times.

PEOPLE LEAVE WITH...

- Simple, practical ways to spark ideas on demand – no 'creative mood' required
- A genuine boost in confidence that they are creative (yes, even the quiet ones)
- Clear, doable ways to turn raw ideas into action, momentum, and real value
- A shift from playing it safe to thinking boldly – and having the courage to back it

THE RESULT?

Teams that innovate faster, think smarter, and create ideas that actually land - proven everywhere from Coca-Cola to Unilever.



We can't analyse our way to ten out of ten. At best we'll hit six or seven. To achieve ten out of ten, we must take a creative leap and risk hitting a few threes. That's the leap Chris helps people make.

ANDY FENNEL: PRESIDENT & COO DIAGEO AFRICA

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