

# Turning creative behaviours into organizational value



**The Creative Leadership Forum**  
Collaborate • Create • Commercialise



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# Company Overview

The Creative Leadership Forum Learning Centre is a global management consultancy specialising in the benchmarking, measuring and development of creative behaviors for organizational value.

For the past 2 years we have been committed to developing human capital in organizations. The Creative Leadership Forum Learning Centre collaborates with its clients to help them realize their organizations' visions to create tangible value.

With deep expertise in management innovation and a broad global network of academics and practitioners with proven experience in consulting in this space, the Creative Leadership Forum Learning Centre can mobilize the right people, skills, alliances to realise your organization's key drivers for success.

Using the theories of organizational economics and its own unique IP, the Creative Leadership Forum Learning Centre benchmarks and measures the key elements of the organization's key drivers for success - its management innovation infrastructure and its creative ecology.

## The overview

- Provides a holistic view of the organization as a creative system
- Benchmarks the organization's management innovation capabilities and capacities in that system
- Identifies critical areas with potential for development and improvement
- Recommends and delivers interventions to drive value, success and growth.



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## Vision

- To be recognised as the global leader in benchmarking and measuring of creative behaviours to drive value and growth.
- To be recognised as a global leader in consultancy services developing organizational behaviours that drive growth and success.
- To be recognised as a global leader in the development and implementation of the methodologies of organizational economics.

## Purpose

- To provide a humanist view as opposed to a mechanistic or processes view of an organization or place in which we work.
- To enable leaders within organizations to have a holistic view of human behaviours in their organizations or teams to better understand their capabilities and capacities to drive growth and success.
- To enable leaders in their organizations to develop creative behaviours that align with the organization's DNA, its social system and its vision for growth and success.
- To design purposeful consultancies, interventions and trainings to develop and grow creative behaviours in a measureable and meaningful way for its leader.

## Goals

- To influence the innovation agendas of Fortune 500 companies
- To engage with 100,000 managers globally
- To work with the top 10% of companies in Australia, Canada, S.E Asia, United Kingdom and United States
- To establish a global benchmark for organizational economics

## Values

- We are committed to “work” as a social and humanist action
- We see capital in the work place as human in the first instance with resources and processes serving the human work place needs
- We strive to work with leaders who show a clear understanding of the importance and value of creative behavior as the prime driver in value and success of an organization
- We want to create organizational environments as places in which employees at all levels can grow intellectually and emotionally and realize their full potential and passion in what they do.



# Strategy

## Realize Your Vision

Are you frustrated that your organizational behavior is out of sync with your corporate vision?

Are you frustrated that your organization seems incapable of achieving that vision?

Do you have a need to transform the organization, so that it can be more competitive, sustainable and profitable over the long term?

If so, where do you start? How do you identify what to change? How do you actually change it all?

You know that your competitive edge will come from within your organization. We know that facilitating and empowering true innovation can leave a lasting legacy. Together with you, The Creative Leadership Forum can help you to harness that complete potential.

## What We Offer

The Creative Leadership Forum's role is to make sure you realize your vision for your organization by synchronizing behavior and goals that unleash the full creative energy of the organization.

Using its unique IP, the Management Innovation Index, the Creative Leadership Forum has the ability to support your vision for the organization and to make it actionable over the long haul.

The Management Innovation Index can commence the process towards achieving your goals by

- ensuring the management vision matches the corporate vision
- aligning the corporate vision with creative behaviour
- facilitating specific, defined behavioural change

## Who We Work With

Most small businesses by their very nature are driven by creative behaviours on a daily basis.

Thus, the Creative Leadership Forum works mainly with large corporates or government organizations that generally have operations flung across cultures, countries and time zones, often working simultaneously in a wide variety of industries and with a large spread of product and service offerings who have a need to understand the way their organizations work systemically.

It is our belief every organization is systemically and uniquely creative and thus every CEO needs assistance in understanding how his/her particular organization works so he/she can be sure of making informed decisions over time to drive growth and value.

The Creative Leadership Forum with its unique deep domain expertise in organizational economics, management innovation and their main influence - creative behaviours - offers CEO's a broad spectrum of unique global expertise, knowledge, advice and practice from which to draw.



# Key products and services

## Diagnostic

### **Management Innovation Index**

A survey and assessment report process focusing on individual organisation's readiness for management innovation by mapping and contrasting the existing alignment between culture, environment, strategy, practice and personal traits, behaviours and beliefs of the managers in the organization. The Management Innovation Index collects data with the aim of establishing a global benchmark for management innovation across nations, industries, positions and education.

## Training

### **Developing Creative Behaviours Capabilities**

A series of unique creative leadership, management innovation, creativity and innovation programmes aimed at developing manager's creative behaviours at all levels within organisations that can be tailored according to the results of the Management Innovation Index. The programmes range from one to five days in length, individual units over a 4 to 6 month period and/or individual executive coaching.

## Innovation Technology

### **The Creativity Zone - Commercialising Ideas**

An on-line technology platform that is the vehicle through which management and employees participate jointly to transform the organisation into a social network of management innovators enabling and tracking continual management innovation, creativity and innovation programs at all levels to achieve the organisation's goals and objectives.

## Learning Centre

### **The Creative Leadership Forum Learning Centre**

An on-line eLearning subscription platform delivering executive development direct to manager's desktops on the 4C's of creative leadership - context, conversation, collaboration and communication. This is offered publicly and can be tailored to an organisation's needs specifically.

## Locations where we operate

Australia, Canada, UK, USA

## Find us online

The Creative Leadership Forum – [www.thecreativeleadershipforum.com](http://www.thecreativeleadershipforum.com)  
The Management Innovation Index – [www.managementinnovation.net](http://www.managementinnovation.net)



# Our Team

## Ralph Kerle

Executive Chairman, Sydney, Australia

Named as one of IBM's 100 Global Creative Leaders, Ralph Kerle, Executive Chairman, the Creative Leadership Forum, is an internationally respected thought leader on creative leadership and management innovation.

His official appointments include Council Member of the Creativity Association of Asia, a Chinese Government initiative; member of the Australian Federal Government's Roundtable Review Panel on the OECD Innovation Strategy; a Leader in the US Creative Problem Solving Institute and a Fellow of the US-based think tank, the Center for Cultural Studies & Analysis and is a former Board Member and a member of the International Committee of the US Creative Education Foundation.

His academic appointments have included faculty adjunct at the Banff Centre, Banff, Canada as an Innovation Coach in their Leadership Development Programme and an International Thought Leader in their Leadership Learning Lab and a member of the Advisory Board of Lal Bahadur Shastri Institute of Management and Technology, Utter Pradesh, India and Programme Director, the AGSM Executive Education Programme, University of NSW, Sydney Australia.

His 30 year commercial experience in creativity and innovation includes founding in 1992, Eventures Australia Pty. Ltd., a company he built into one of Australia's leading experience design companies working as Creative Director with such Fortune 500 companies as Caltex, Fosters, Dairy Farmers, Foxtel, General Motors, Hewlett Packard, Kraft Foods, Nestle, Rolls Royce, Peugeot, Toyota, Telstra, Walt Disney, and Yellow Pages.

He is a former Associate Director of the Sydney Theatre Company; a drama graduate of the University of Melbourne, the Victorian College of the Arts Faculty and holds a Masters Degree in Creative Industries.

## Scott Cressman

Director, Strategy Calgary, Canada

Scott is an innovator, and award-winning creative thinker with expertise in strategic marketing and communications.

For 19 years Scott's leadership has empowered organizations to achieve their goals through the creation of motivating ideas and results-driven experiences.

Formerly National Director of Online Communication with National Public Relations in Canada, and creative director with Getty Images, his client engagements include energy, mines and forestry, renewable energy, financial, biotech, pharmaceutical, healthcare, Federal and Provincial government, food and beverage, hospitality, consumer package goods and technology including global brands such as Apple, Microsoft, HP, Coca-Cola, Kraft Foods Ltd., Royal Dutch Shell, Pfizer, Roche Pharmaceuticals, Novartis, Astra Zeneca and Sanofi-Aventis.

Scott is an agile, multi-disciplined, and forward-thinker with extensive experience and recognition in communication strategy, design, digital and social influence.

Outside of work Scott is an associate professor at Mount Royal University in Calgary in the Centre for Communication Studies and specializes in digital and social media and a member of the Bissett School of Business Marketing Partnership Council. He is a founding member of the Creative Skills Training Council and a founding partner of the Management Innovation Index.



## Sara Dunn

Director, Operations and Production, Statistical Analyst, Chicago, USA

Sara obtained a BS in Economics and a Certificate in Quantitative Methods and Analysis from the University of Washington, Seattle, in 1999. She was the Director of Online Inventory Management for Better World Books (USA) managing all pricing strategies and sales through multiple international marketplaces. She worked as the Assistant Fisheries Economics Data Manager for the Pacific States Marine Fisheries Commission (USA) assisting the National Marine Fisheries Service in estimating various economic trends in the American West Coast fisheries. She served the Northwest Regional Primary Care Association (USA) as the Western Regional Support Manager for the Bureau of Primary Health Care's Health Disparities Collaboratives. She later worked as the Technical Services Coordinator for the Northwest Regional Primary Care Association providing data quality improvement and statistical analysis for Pacific Northwest Community and Migrant Health Centers. She has worked as a statistician for several organizations including her own consulting business and the Texas Education Agency Student Assessment Division. She has also worked as a Database Administrator and Report Developer serving such clients as Sony, Pfizer, Apple, and Bayer. Her published works include Staff Compensation in Region X Community/Migrant Health Centers.

## Ed Halteman, PhD

Director, Research and Survey Director, Colorado, USA

Ed took his first survey methods course in 1978 and has been designing and analysing surveys ever since. He holds a master's degree in applied mathematics, and a Ph.D. in statistics. Through research in graduate school and 20 years in industry, Ed has designed and analysed surveys across a wide variety of disciplines including social science, manufacturing, quality, sales and marketing, opinion research, sociology, customer satisfaction, employee satisfaction and more. Ed worked with Rockwell International and StorageTEK (recently acquired by Microsystems) and established SurveyDNA in 2003. Ed is a published author in respected academic journals and is the resident design expert for SurveyGizmo, one of the world's leading on-line survey platforms.

## Warren Kennaugh

Director, Executive Coaching, Development and Programmes, Sydney, Australia

High Potentials Leadership Program (Harvard Business School), Director of Executive Coaching (former) and Lead Executive Coach, Melbourne Business School Executive Coach and Member, Australian Institute of Company Directors Masters of Complexity, Chaos & Creativity (UWS), Diploma in Mechanical Engineering (WSI).

Warren has conducted over 8,000 hours of development with senior executives in Senior Executive Coaching & Development, Advanced Leadership, Human Capital Due Diligence, Strategic Planning, Team Building, Sales Strategy Development, BPR and Generation Y.

His core capabilities include business acumen, grounding plans into action, enabling insight in others, the ability to get to the 'seed' of an issue and an accurate predictor of behaviours and outcomes..

His clients include ANZ Bank, AMP, ARU Wallabies, Asgard Financial Services, Aussie Homeloans, AXA, Bank West, BT Financial Group, Burson Marsteller, Caltex, Challenger Financial Services, Colonial First State, Compaq, CSC, DMO, Fairfax, Flight Centre, Future Flow, Genesys Wealth Advisors, Genworth Financial, Hewlett Packard, Hudson, Human Synergistics, ING Group, Janssen-Cilag, Johnson & Johnson Medical (Australia & AsiaPac), KPMG, Lachlan Catchment Management Authority, Manpower Services, Macquari Bank, Melbourne Water, Merck Sharp & Dohme, Mortgage Choice, Pfizer, PwC, Parson Consulting, RAMS Homeloans, SA Health, Smith & Nephew, Snowy Hydro, St George Bank, Sinclair Knight & Merz, Sydney Airport Authority, Toyota Motor Company, TransGrid, 3M, Westpac Banking Corporation.

He has written numerous articles and a book on the psychology of golf and is the Profiling Consultant to the ARU Wallabies & NSW Waratahs.



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## Matthew Ayres

Senior Commercial Consultant to the Creative Leadership Forum,  
Sydney, Australia

Matthew is a recognized expert in innovation, entrepreneurial growth and scenario based strategy development. Previously, he was Group Director of Strategy and Innovation for Lend Lease, working across a business portfolio including Property Development, Construction and Investment Management in over thirty countries. He has experience working across blue chip multinationals such as AMP, General Electric and Associates First Capital.

Matthew holds an MBA from the Australian Graduate School of Management (AGSM) and was awarded the Alumni Association prize for the most consistently high level of achievement across the country. Matthew is the President of the Australian School of Business Alumni Association, University of New South Wales (UNSW).

## Abhishek Khandelwal

Marketing Consultant to the Creative Leadership Forum,  
Jaipur, India

A specialist and leader in Search Engine Optimisation, Mr. Khandelwal has worked across the entire on-line marketing spectrum handling high level internet and SEO marketing and sales projects for clients in the US, the UK and Australia.

Mr. Khandelwal's educational qualifications and background speak volumes about his own professional caliber, with a Bachelors degree in Economics Honours from the renowned Sri Guru Tegh Bahadur Khalsa College in Delhi University, which he followed up with a Post-Graduate Diploma in Global Business Operations from the prestigious Shri Ram College of Commerce, also in Delhi University.



# Clients

		
		
		
		
		