

## Nigel Collin – Profile

Nigel Collin is a champion of creativity.

Which means he works with business leaders to help them lead their creative people to get results and achieve business growth.

After 15 years in the creative sector Nigel realized the challenge with creativity is not in finding creative people, or teaching your people to be more creative. It's in knowing how to lead your creative people, harness their genius and direct it towards viable business outcomes.

If you can increase your creative capital you will also increase the value of your business, be more adaptable, and outpace your competition.

A Dynamic, interactive and practical speaker and facilitator, it is Nigel's genuine knowledge and experience that sets him apart from others. He is one of those rare people who's passion and knowledge of creativity will engage, inspire, but more importantly make a difference to your people and your business.

Recently Nigel developed the 'Leading Creatives 360 assessment' program, to assess how well a business utilizes the creative talents of its people and what to do to improve it.

For 9 years Nigel owned and ran Absurd Entertainment - a Entertainment design company, before passing the baton on in 2004. He worked on a multitude of corporate and public events including the 2000 Sydney Olympics and Paralympics, The Sydney Royal Easter Show 1997-2003 and was Show Director for Australia's largest-ever corporate event in Sydney in 2005.

Many companies across a myriad of industries including IT, Entertainment, Design, Events, Marketing, Finance, Pharmaceuticals, Government and Telecommunications have benefited from Nigel's experience and expertise. He has studied organizational creativity at The Walt Disney Company, USA and sat on the roundtable for the Queensland Governments 'Year of Creativity'.

Nigel is a CSP, (Certified Professional Speaker) the highest designation offered by the National Speakers Association of Australia. His work has taken him throughout Australia, and around the globe.