

# **Linda Naiman**

**Founder & President at Creativity at Work**

Vancouver, Canada Area, BC, CA

Design Thinking, Arts in Business, Leadership Development, Creativity and Innovation skills development, Coaching, Training, Facilitating

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## **Biography**

Linda Naiman helps executives and their teams develop creativity, innovation, and leadership capabilities, through coaching, training and consulting. She brings a multi-disciplinary approach to learning and development by leveraging arts-based practices to foster creativity at work, and design thinking as a strategy for innovation. Clients range from Fortune 500 companies to startups. Linda is founder of Creativity at Work and co-author of Orchestrating Collaboration at Work. She is a graduate of California College of the Arts, and Emily Carr Institute of art and design. Her mission is to liberate creativity at work, and make life, and work, a work of art.

Website: [www.creativityatwork.com](http://www.creativityatwork.com)

Organisations which have sought out Linda for her expertise include the US Navy, American Express, RBC, AstraZeneca, BASF and Intel.

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## **Availability**

Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Corporate Leadership, Education/Learning, Professional Training and Coaching

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## **Areas of Expertise**

Creativity, Innovation, Design Thinking, arts based learning, Leadership Development, Coaching & Leadership, Creativity & Innovation in the Workplace, Creating A Culture for Innovation, Creativity and Innovation, Teamwork - Team Building, Teamwork & Collaboration

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## **Affiliations**

AACORN, CSTC (Creative Skills Training Council)

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## **Sample Talks**

## **Alchemy of Leadership (Transformational Leadership)**

How do you transform the ordinary into the extraordinary? Immerse yourself in ideas, thinking processes and strategies used by leading innovators in business, art and science. Discover how art and design can be used as a catalyst for transformation and how collaborative thinking processes can lead to creative breakthroughs. Learn key principles, practices and tools you can apply to create a workplace environment where creativity and sustained innovation flourish.

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## **Education**

**California College of the Arts**

BFA Fine Arts

**Emily Carr Institute of Art & Design**

Diploma Graphic Design

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## **Accomplishments**

### **Orchestrating Collaboration at Work Using Music, Improv, Storytelling, and Other Arts to Improve Teamwork**

Orchestrating Collaboration at Work is the first comprehensive training activity book incorporating arts-based processes for business education. It has been cited in numerous academic publications and has become a best-seller on Amazon. It was co-authored with Arthur B VanGundy and was originally published by Wiley

### **Pioneering arts-based learning in business and government**

Since founding Creativity at Work, I have given talks or workshops on arts-based learning in North America, Argentina, the UK, Europe, Singapore, Shanghai, and Hong Kong.

### **Director**

Member of the Board of Directors of the Vancouver Biennale

The Vancouver Biennale is a non-profit charitable organization that exhibits great art in public space, creating a catalyst for learning, community engagement, dialogue, and social action. Our mission is to make Public Art accessible, engaging, and motivating to create vibrant and inspired communities.

### **Columnist**

I cover topics related to creativity, innovation and leadership. <http://www.inc.com/author/linda-naiman>

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## **Testimonials**

### **Dr. Knut Zoellner**

Innovation is the key to the company's future success and the global race for innovation is getting intense. The innovation workshop is really inspiring and engaging as it guides us through different skills and tool kits to explore the potential power of our minds and shows us how to lead the product innovation to business success.

**S.H. Huber**

Thank you for taking the time to speak at our second annual Leadership Symposium. Your topic “Creativity at Work: Principles and Practices” was both interesting and insightful. I am confident that our leadership came away with valuable tools they can use in developing their personal leadership skills.

**Andreas Fischer**

Our company has a mandate to accelerate business growth through innovation and in order to reach our targets we recognised the need for skills development in creativity. We asked Linda Naiman to conduct a creativity workshop at our global meeting for our Business Unit team of chemists, engineers and marketers, to inspire creative thinking, introduce idea generation methodologies, and develop a set of tangible ideas for new products and services. Linda offered us a challenging, unusual approach to creativity, which was highly valuable for me. While some skeptics in the audience made it a real challenge for Linda, she mastered it extremely well and provided all of us with highly valuable insights. We now have a set of principles and practices

**Albert Gibson**

You are involved in a truly pioneering effort to help us keep the personal, ‘heart matters’ in the foreground as we manage our increasingly ‘technical’ business. Successful pioneering in our own industry starts with the sharing of a new, different, and compelling corporate vision..Your work with us showed this so well, and your quote from Gandhi –“If you want something really important to be done you must not merely satisfy the reason, you must satisfy the heart also” — echoes the learning. For those who would ask, ‘... and just how does art benefit my business, I would offer, “If your business has important, pioneering work to do, then develop artful capabilities in your associates just as well as technical skills.

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