

# nils vesk

Nils Vesk is a designer turned innovation architect. Nils is the lead Innovation Architect and founder of the consultancy *Innovation Blueprint*. Brought up in a world of PHD scientists and engineers, Nils is an entrepreneurial design thinker who loves nothing more than taking a great idea from conception to completion. A self confessed innovation junkie, Nils spots innovation successes from around the globe, deconstructs them and then couples them with his latest innovation strategies to accelerate business growth.

Nils Vesk is an expert in Innovation, Idea generation and design thinking. He is the author of the upcoming 'Ideas with Legs: how to generate and realise ideas' (2011), *Life's little toolbox: tips for a happier healthier you* (2003) and co-author of 'Ideas: original perspectives on life and business from leading thinkers' (2006)

Nils' Keynotes, workshops and consulting provide constructible plans for organisations and individuals to take innovation from blueprint to bottom line. His clients include many of the worlds fastest growing companies and successful entrepreneurs.

When not delivering keynotes, workshops, researching or creating innovation plans for organisations Nils is usually found in his hang-glider soaring in the air or catching some waves.

# INNOVATION EXPERT

# INNOVATION





# keynotes

KEYNOTES THAT GIVE YOU  
BIG IDEAS FOR BUSINESS

## Ideas with Legs

how to generate and realise  
brilliant ideas

## The architecture of innovation

how to create organisational  
innovation

## Innovation under pressure

how to utilise stress to  
complete more innovation

## Hot innovative teams

how to create resilient  
innovative teams

## Thought leadership unlimited

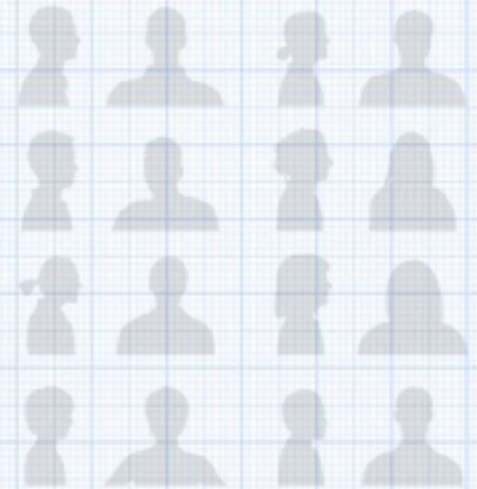
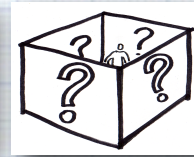
how to unpack & utilise IP





# keynotes

KEYNOTES THAT GIVE YOU  
BIG IDEAS FOR BUSINESS



## MOST POPULAR KEYNOTES IN 2010

**Ideas with legs** is the keynote that offers you the worlds most powerful idea generators and the process to create ideas that become practical projects and profits. All this becomes possible when you have the design thinking and insights behind the worlds best business ideas. Differentiate yourself from the competition with revolutionary products and services. How to pick the right ideas and then turn it into a reality. Prototyping, pitching and completing your idea.

**You'll walk away with** .....instant idea generation techniques to make your organisation money, steps to complete ideas and projects faster more effectively, with minimal risk and a higher R.O.I.

**Innovation under pressure** is the perfect antidote for increasing attrition, absenteeism and stress whilst increasing your innovation productivity. Stress utilisation meets time management. **You'll walk away with** .....the ability to handle stressful situations with confidence yet without the negative side affects of stress.

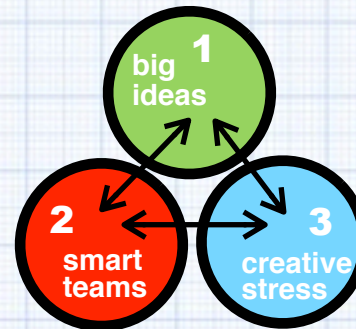


## OTHER KEYNOTES DELIVERED

**The Architecture of innovation** is an in-depth look at what makes up an effective organisational innovation structure and the key components required to make it happen.

**Thought leadership unlimited** is all about unpacking and capturing the creative and innovative wisdom in your organisation and communicating your business ideas to position your business through thought leadership marketing.

**Hot innovative teams (HIT)** is the keynote that ensures your teams have all the energy, creativity, resilience, focus and communication needed to rock on day in day out. **You'll walk away with** .....clearer communicating innovative teams who get more done, while having more fun doing it.

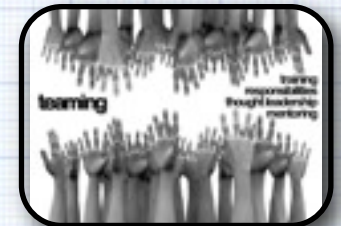


## So what sets Nils apart from the rest?

- Design thinking experience
- Depth of knowledge
- Simple and easy to understand
- Memorable stories
- Practical and instantly applicable
- Time condensed
- Fun yet valuable

## Some of the benefits for your team will include:

- Higher sales
- Better customer service reviews
- Hot products and services
- Improved output
- Smarter staff
- Happier staff





# profile

## NILS VESK

### SO WHAT SETS NILS APART FROM THE REST?

18 yrs experience in design thinking  
Processing power  
Ability to turn ideas into profitable projects  
Ability to generate ideas instantly  
Graphic facilitation and communication  
Tools that are instantly applicable



### THINK JAMIE OLIVER MEETS EDWARD DE-BONO.

Nils Veski is a professional designer but you won't find him designing your office layout or your company website. For the last 18 years Nils has been applying the process of design thinking to the business of generating and realising ideas. His clients include the worlds fastest growing companies who use Nils as a virtual think tank and change catalyst for accelerating business growth through innovation.

He's strategic but stops at number crunching, he's mentored Australia's most successful entrepreneurs yet stopped at becoming a venture capitalist and his fast thinking is in higher demand than instant coffee. Of course he's published books and been on TV but more importantly he wants to collaborate with you!

Nils began his career as an urban designer, creating amusement parks and towns in Asia, but in the process became concerned with his colleagues inability to perform under pressure. So Nils became a personal trainer and yoga teacher, and went on to write his internationally-published book, *Life's Little Toolbox* as a foundation to help teach people how to utilise stress to get things done.

### Challenges that Nils is called in to help solve include:

- In-house innovation
- Competitive advantage beyond quality, quantity and cost
- Products and service similarity
- Service experience
- Failing to capture & utilise organisational wisdom
- Project and personal procrastination
- High stress and pressure commitments
- Innovation leadership

Nils' core services are often described as 'innovation to go'. Nils has a number of keynotes, workshops, and consulting services that are primarily focused on helping organisations innovate and create innovation from blueprint to bottom line.





# clients & testimonials?

KEYNOTES THAT GIVE YOU  
BIG IDEAS FOR BUSINESS



"Some words to describe what Nils Veski did for us at our CBA conference. He led us, he guided us, he facilitated, he challenged us, and most importantly he helped us innovate and become thought leaders. He was fabulous, his style is terrific his energy is contagious and we'd use him again in a heart beat."  
**Brigid Gibson** HR GM, Commonwealth Bank



"I highly recommend Nils Veski as a speaker for your business. Nils presented to our entire agency and we received great feedback from all departments - from the creative teams to the 'suits'. He was an energetic and inspiring presenter who provided us with great ideas for how we can become more inventive. His ideation strategies would be applicable for any type of business - and I encourage any business leader who believes in the power of ideas to also get him involved in their business."

**Victoria Curro** Managing Director, McCann Worldgroup, Sydney



"Absolutely brilliant. He put a new perspective on my thought process!"

**Rory Muscat** Director, Private Banking, BankWest Private Banking NSW

"Nils you helped us think and get our heads around what we needed to do as one group moving forward. It was a great experience for all and you challenged our thinking, gave us practical tools and got us to open our minds to make the journey." "Your endless energy and fantastic facilitation skills got us to where we needed to be and gave us the momentum to develop actions and ideas which we have struggled with in the past. We now have a great strategy, ideas and actions to work towards and implement. Thanks for the experience and all your effort. We have been singing your praises to everyone, as outstanding and we have no hesitation in recommending you." **Dean Zabrieszach** Director, Road User Services, VicRoads

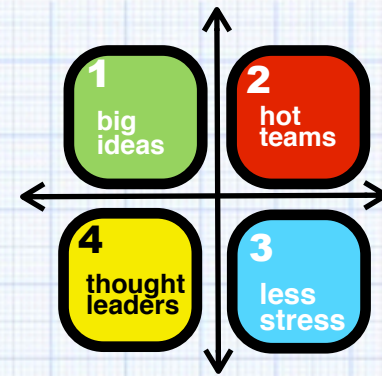
"Nils' presentation was a highlight of our 3 day event. It created a buzz in the room which followed through into breaks and ongoing sessions. It set the scene for our information sharing, it got people talking, and it generated ideas in the audience which enhanced the outcomes of our event."

**Dianne Jeans** GM Smart Service Queensland



# workshops

## WORKSHOPS THAT HELP CREATE SENSATIONAL PRODUCTS & SERVICE



### WHAT'S IN IT FOR YOU?

Think strategic brain training meets D.I.Y (do it yourself) project.

Nils Vesik, delivers unique workshops that ensure that you walk away all the skills, tools and knowledge to help give your business legs. With an irresistible training style and incredible ability to think on his feet, you can apply anything Nils shares with you in your business instantly. With an emphasis on practicality, interactivity and fun, Nils' workshops will take your business thinking and results higher than before.

**Innovation under pressure the workshop** is an in-depth half day workshop covering the essential skill of stress utilisation. Stress and pressure is a fact of modern working life. The good news is that stress can actually be utilised to increase innovation output, creativity and success. This workshop is the perfect antidote for increasing attrition, absenteeism and stress. Stress utilisation meets time management.

You'll **walk away with** .....the ability to handle stressful situations without the negative side affects of stress & confidence to thrive under stressful situations. Learn how to control harmful self defeating self talk, use mind control techniques to improve memory, concentration and focus. Finally you'll also learn practical ways to maintain a high level of physical health.

**Ideas with legs the workshop** is a full day workshop that incorporates the key points of the Ideas with legs keynote and strengthens these insights by providing thorough practical ways to apply these learnings. Yes finally you'll be able to differentiate yourself from the competition with revolutionary products and services.

You'll **walk away with** ..... Having mastered instant idea generation techniques to make your organisation money, learnt an idea selection system and had practical experience in rapid prototyping. Your team will not only have a number of money making ideas ready to implement in the workplace they will also tap into how to complete ideas and projects faster more effectively with minimal risk and a higher R.O.I., pitch and complete and track their ideas.

**Hot innovative teams (HIT) the workshop** is a half day workshop that incorporates key points from the Hot innovative teams keynote and expands the main concepts to ensure your team leaders have all the energy, creativity, resilience, focus and communication needed to lead their teams day in day out. Your team leaders will learn how to lead in the new leadership style. That of having multiple skills that include leading, teaching, mentoring, coaching and facilitating.

You'll **walk away with** .....clearer communicating teams who get more innovating done, while having more fun doing it. Increased output, higher team satisfaction results and most importantly superior results. Having learnt the core skills of innovation leadership communication your leaders will be able to clearly communicate the organisations vision, show team members how to achieve incredible targets, and coach and mentor them to success.

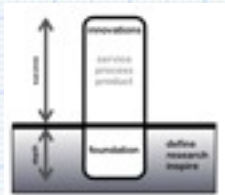
**Thought leadership unlimited the workshop** is a two day workshop all about unpacking and capturing the wisdom in your organisation and communicating your business ideas to position your business through thought leadership marketing. It utilises a number of points made in the Thought Leadership unlimited keynote and expands with depth. We explore why thought leadership is so important and all the ways to unpack it and utilise it for commercial gain.

You'll **walk away with** .....the ability to capture and download your valuable intellectual property (IP) in a variety of ways to suit any working style. You'll have a cataloguing system to be able to access your IP whenever required and have learnt a variety of modalities in how to utilise this information - be it as a leader, speaker, author, mentor, trainer, coach and facilitator. Most importantly you'll be able to walk away with the ability to present this IP in a convincing effective fashion that gets results.

**The Architecture of innovation** workshop is an in depth look at what makes up an effective innovation structure and the key components required to make it happen. This in depth full day workshop takes you through some of the key steps to consider in establishing, managing and profiting from an innovation structure applied to your business.

This workshop builds and incorporates some of the ideas with legs components to ensure you've got the great ideas to innovate yet it also couples it up with the ability to take those ideas to market.

You'll **walk away with** ..... a plan and the skills to help you create and implementing an innovation program. From idea generation, to innovation leadership this you will be one step closer to becoming your organisations 'Innovation Architect'.





# contact

## HOW TO BOOK US TO WORK WITH YOU

### 3 WAYS TO CONTACT US:

1. call us on +61 2 809 48482
2. email us on [nils@nilsvesk.com](mailto:nils@nilsvesk.com)
3. mail us something to PO Box 252  
Collaroy NSW 2097 Australia

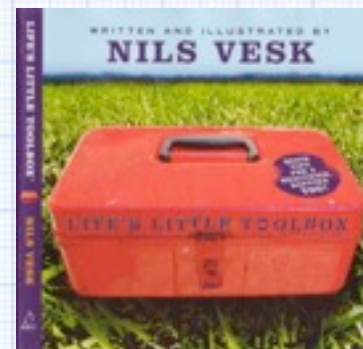
### SOME MORE WAYS TO SEE US

visit our website for videos, testimonials, and great innovation tips [www.innovationblueprint.com.au](http://www.innovationblueprint.com.au)

### BOOKS BY NILS VESK



IDEAS - a co-authored book with many of Nils' colleagues. In this volume Nils writes on what stops people from creating ideas.



Life's Little Toolbox - An internationally published lifestyle book by Nils on how to engage you mind, body and energetic levels to be happier & healthier.