

# Masterclass on Innovation



## ON DEMAND

Sponsored by



**WOBI PRESENTS THE EXCLUSIVE  
MASTERCLASS ON**

**LEADING  
INNOVATION**  
*with*

**DANIEL  
LAMARRE**

*Executive Vice-Chairman of  
the Board, Cirque du Soleil*

[wobi.com/masterclasses/](http://wobi.com/masterclasses/)



**WOBI**



# IN THIS MASTERCLASS YOU WILL LEARN:

- Challenge your personal and professional boundaries and nurture creativity to become an innovative leader
- Rethink your innovation strategies to transform your organization without losing the essence of its core values
- Build a creative environment and stimulate inventiveness to propel your organization to new heights



ABOUT

# Daniel Lamarre

*Executive Vice-Chairman of the Board, Cirque du Soleil*

Daniel Lamarre is the Executive Vice-Chairman of the Board of Cirque du Soleil, a position he took after serving for nearly two decades as the circus and entertainment company's President and CEO.

Cirque du Soleil Entertainment Group is long established as one of the world's most respected creative organizations. Now in its fourth decade, Cirque du Soleil has expanded in a wide range of creative endeavors ranging from movies to apparel and from boutiques to nightclubs. But the essence of what the company does has stayed constant: invoking the imagination, provoking the senses and evoking the emotions of people around the world. Lamarre is also the author of *Balancing Acts: Unleashing the Power of Creativity in Your Life and Work*, which describes how others can unleash Cirque's creative management techniques, even if they're not in the business of clowns and acrobats.



*Status quo is not an option. You have to involve every day and all the time in order to distance your competitors.*

**Daniel Lamarre**



## SESSION 1

1.5 hours

- Unlock the power of creativity: Learn why it's important, overcome barriers to creativity, and unleash your innovative thinking
- Invest in creativity: Open your business and mind to new possibilities, embrace Applied R&D and fuel innovation
- Foster a creative environment: Spark inventiveness, tap into boundless creativity and propel your organization to greater success



## BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish and Italian
- **Content:** 1.5 hours of content

## PRICES

INDIVIDUAL	GROUPS
249 <sup>USD</sup>	3 tickets 639 <sup>USD</sup>
	5 tickets 1,039 <sup>USD</sup>
	10 tickets 1,999 <sup>USD</sup>



wobidigital.en@wobi.com



wobi.com/masterclass