

Mark Batey – Creativity, Innovation & Leadership

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I'm a thinker & practitioner in creativity & innovation, combining leading-edge academic insight, with international experience as a speaker, consultant and facilitator. Delivering keynotes, workshops, training and more. From Simon Cowell, to Gogglebox, to advising governments... I have much to share to engage, enlighten and enthuse audiences.

- **International thought-leader** – Creativity, Innovation and Leadership Specialist at Alliance Manchester Business School, **University of Manchester** with more than **75 academic contributions** to understanding individual, team, organisational, city and regional creativity and innovation. From the link between creativity and madness, to leading for innovation across global contexts
- **15+ years global consultancy experience** in helping individuals, teams, organisations and governments to be creative and innovative – From **nanotech start-ups** to **Fortune 100** bluechips
- Featured in BBC, **Financial Times**, **Forbes**, Guardian, Gulf News, Men's Health, New York Times, Times, **Wall Street Journal**, South China Post, etc
- **Keynote speaker** for organisations that include ACCA, ARADO, APM, CIM, CIPD, Forbes, IMA, TEDx, etc
- **Master of Ceremonies**, compère and designer of management events and conferences for organisations that include Bank of America, BBC, Endsleigh, Emirates, Zain and Zurich
- **Advisor to the Dubai Government** on creativity and innovation systems and culture
- Designed and led the Channel 4 Creativity Programme involving the creation of shows such as **Gogglebox** and **Speed with Guy Martin**
- Created numerous Talent Management strategies including the **Sony Music** system encompassing recruitment, induction, development and succession-planning
- Conducted **psychological profiling** for the recruitment of senior executives including **Simon Cowell's** management and **X-Factor** production team
- **Directed and designed; a portfolio of global senior leadership programmes** for Alliance Manchester Business School; the University of Manchester's flagship Manchester Leadership Programme and an award-winning largest student learning initiative in the history of University of Manchester
- **Award-winning lecturer** of children, undergraduates, masters, PhD's, MBA's and executives (leadership, creativity, innovation, culture, change, talent management, psychometrics, coaching)
- Founder of Psychology of Creativity LinkedIn Group with **14,000+ members**
- **Coach** of Leaders and Senior Teams



Recent recommendations:

“We have had the pleasure of working with Mark on a number of key events with our leadership teams and have been delighted with the support he has given us. Mark is a naturally energetic and engaging communicator who holds the audience well through his dynamic style; he is a great facilitator and is prepared to challenge views and thinking. On top of this, he provided very interesting insight into leadership behaviour, supported by real case studies. Mark was easy to work with, flexible, responsive and thought provoking. We enjoyed working with him and felt that he added value and innovation to our business in the work he did with us.” Jeff Brinley, CEO – Endsleigh Insurance, UK

“Dr. Batey was nothing short of exceptional. His ability to take a reticent class and highly engage them using unique and practical approaches is formidable. We have continued to use the know how imparted on us and apply it to our everyday approach.” Maryam Saif – Group HR Director, Zain Group, Kuwait

“Mark is an excellent facilitator, trainer and expert in the field on Creativity & Innovation. I have engaged Mark as a trainer and facilitator on a number of Talent Development programmes, at senior and more junior levels, with audiences ranging from 15-120 and Mark is always impactful, knowledgeable and brings humour to the programmes. After 4 years of engaging with Mark to support various programmes, I continue to be impressed with the feedback he receives and the quality of outputs generated. I would highly recommend Mark as a trainer, facilitator and subject matter expert.” Kevin Murphy – Head of Talent, Computershare PLC, UK



“Mark is a powerhouse of a speaker, he has a natural talent of engaging his audience in an energetic and up-beat way. I have experienced Mark when he has worked with our HR function and talent community - both benefitting from his expertise, insight and knowledge. Mark brings structure to his approach and leaves the audience with a clear view of what is needed and how to get there. His ability to take others on a journey is a key strength.” Simon Connolly - UK Talent Manager, Zurich PLC

“Mark is an inspirational, accomplished and engaging public speaker. His expertise, enthusiasm and energy are contagious and in my experience, Mark leaves a lasting impact on delegates.” Rebecca Fox, Commercial Director, Association for Project Management, UK

“Mark is an inspiring coach, speaker, motivator that makes you think, act and develop your leadership through creative business methodology that can be applied in your work and life. I really benefited from attending his workshops and training.” Fadi Al Qutub – Chief Investment Officer & Asset Management, Allstithmar Capital, Kingdom of Saudi Arabia

“Mark knows how to engage with his audience, so gains trust and credibility quickly. He talks through the topics in such a way that it impacts you emotionally. This means that he changes your behaviour, which is quite an achievement.” Kumu Kumar – Managing Director of Risk Engineering at Zurich Insurance PLC, UK

“Mark brings the room to life. He engages and inspires, and delivers a perfect balance between theory and practice. This means you’re able to learn skills that you can go away and immediately apply to the day-to-day.” Andy Poole, Director, Citypress PR

“Mark is an interactive and engaging facilitator whose key principles for encouraging creative leadership are effective and easily applied to the workplace setting. His relaxed and informative style ensure that all delegates leave his seminars with practical tools and techniques, and most importantly have fun along the way.” Anthony Parker – Chairman, Association of Managers in Higher Education

