



WOBI on Creative Leadership



**With Daniel Lamarre
from Cirque du Soleil**

November 17th 2023

New York City

From 8:30am Until 4:00pm

*A one-day learning and workshop program led by
Daniel Lamarre, the long-term President and CEO of
the iconic Cirque du Soleil Entertainment Group.*

Powered by
WOBI
Inspiring Ideas

CIRQUE DU SOLEIL
ENTERTAINMENT GROUP



In partnership with
FACTRY



Develop your skills

- *Harness the power of creativity to your advantage*
- *Debunk myths and beliefs that inhibit creativity*
- *Apply lessons learned from experience to your own reality*
- *Identify and implement into action a project to create value*
- *Stimulate the creativity and agility of a professional team*



What makes this training unique?

Convinced that creativity must be a priority for every organization, Daniel Lamarre's mission is to pass on this belief based on his knowledge and years of experience.

During an intimate gathering of 50 participants, at the most, Lamarre reveals the behind-the-scenes insights, share the lessons he has learned from his experience, and invites you to participate in immersive workshops co-created with the Factory.

The goal of this training is to help you establish creativity at the heart of your business.

PROGRAM LEARNING OBJECTIVES



Harness the power of creativity to your advantage



Debunk the myths and beliefs that inhibit creativity



Apply lessons learned from experience to your own reality



Identify and implement projects that create value



Stimulate the creativity and agility of your professional team



As Executive Vice Chairman of the Board, Cirque du Soleil Entertainment Group, Daniel Lamarre is responsible for nurturing the delicate balance between the company's global strategy (across five continents), its financial growth and stability, and the integrity of its culture and values.

Passionate about the world around him, Daniel's enthusiasm sparks curiosity in others. As an advisor, he alleviates the fears business leaders have about operating on a global scale.

A natural storyteller, his best advice is usually delivered as a story from his rich personal experience. As he draws on his successes and failures, his preferred weapons of choice are laughter and humility.





Preliminary Agenda · November 17th 2023

08:00 am - 08:15 am	Welcome Coffee
08:15 am - 08:45 am	Introduction and Ice Breaker
08:45 am - 09:15 am	What is Creativity and Why is it Important?
09:15 am - 10:15 am	Identifying and Overcoming Barriers to Creativity <i>Interactive discussion</i>
10:15 am - 10:30 am	Break
10:30 am - 11:30 am	Creativity & Purpose Why organizational purpose is critical and how to build it <i>Includes interactive workshop</i>
11:30 am - 12:30 pm	Investing in Applied R&D Opening your business and mind to new possibilities <i>Includes interactive workshop</i>
12:30 pm - 01:45 pm	Lunch with Daniel Lamarre and other attendees
01:45 pm - 2:15 pm	Mobilizing Your Teams Tapping into the infinite reservoir of creativity that can push your organization further
02:15 pm - 2:45 pm	Surrounding Yourself With Inspiring People Leveraging the encouragement of others to help you reach new heights
02:45 pm - 03:00 pm	Break
03:00 pm - 3:30 pm	Building a Creative Environment Stimulating inventiveness even in casual conversations between two employees
03:30 pm - 4:00 pm	Cultivating Key Attitudes How to demonstrate empathy, curiosity, intelligence and compassion
04:00 pm - 4:30 pm	Bringing It All Together: Self-reflection and commitment



Special Offer!



\$3,790

Full Price: \$5,000



\$10,800

Full Price: \$15,000



\$17,050

Full Price: \$25,000

Benefits:



Access to the event



Maximum 50
participants



Attendee
Certificate



Coffee and lunch
with Daniel
Lamarre



Contact us at info.us@wobi.com

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With Daniel Lamarre from Cirque du Soleil
November 17th, 2023

**WOBI on
Creative
Leadership**



WOCL/2023/MD2

1 ticket:
\$3,790

N° _____

3 tickets:
\$10,800

N° _____

5 tickets:
\$17,050

N° _____

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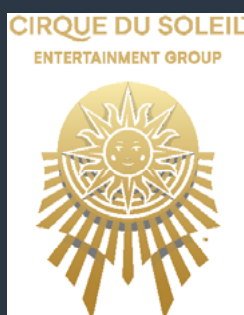


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