

FORWARD THINKING, FORWARD MOVEMENT:

Applying Creativity and Innovation to Community and Economic Development

NCCF Local Economic Development Committee - 2017 May Summit



ABOUT THE SPEAKER

Dr. Roger Firestien
International Center for Studies in Creativity
Co-Director, i4 studio - Buffalo's Idea Lab
rogerfirestien.com

Dr. Firestien is world-renowned as one of the most experienced and skilled facilitators of the Creative Problem Solving process (CPS). With his 38 years of experience, he has trained more individuals to facilitate the process than anyone else in the world. Roger has consulted or spoken to **over six hundred organizations** both nationally and internationally on the topic of creativity and CPS. He is dedicated to making creativity simple, accessible, practical and applicable in order to produce results. His keynotes and training programs are dynamic, interactive, great fun and provide methods that participants can use immediately to create innovative results.

WNY Economic Development Council Facilitation Design ("Buffalo Billion" Project)

Roger developed the facilitation design for all of the meetings of the Western New York Economic Development Council that occurred in 2010. The output of these meetings resulted in Governor Andrew Cuomo's Administration awarding Buffalo one billion dollars for economic development. He and his team were recognized and thanked by the governor for this work by letter in May of 2012.

Called "The Gold Standard" of creativity training by his clients, he has helped many institutions and businesses achieve creative breakthroughs. Clients include: AT&T, Disney, The L.A. Times, General Electric, General Mills, Mazda Motor Manufacturing USA, the American Hospital Association, State University of New York, the Federal Executive Institute, US Department of Commerce, Department of the Treasury and NASA.

Roger focuses his work on how one can be personally creative and how to lead a team to produce creative results. He is collectively the author of over 80 articles, books, audio and video programs. Roger and his colleague, Dr. Gerard Puccio, joined with the DIG Innovation Center in Buffalo to develop an "idea laboratory" that will work with organizations in Western New York to apply Creative Problem Solving methods. This idea received a 2016 award through the Western New York Regional Economic Development Council.

"He has changed the way our whole workforce looks at problems. Creativity doesn't have to be a mystery. Roger Firestien gives you practical methods to unleash your creative power." -Clorox

"Since we started using Roger's creativity tools and techniques, I have noticed that the auditors and evaluators in our organization have consistently generated more quality ideas that will help us to improve the efficiency and effectiveness of the Department's programs and operations." -United States Department of the Interior