

## Speaker presentation: PhD, Farida Rasulzada



Farida has held speeches for the Police, private organizations, municipalities, research academies, regions, universities, schools and other public as well as private organizations. Farida is also an international speaker and has held speeches in for example Kina, India, Portugal, Spain, UK, and Germany. The focus of her recent research is on how to promote health, creativity, and innovations in organizations. Her speeches can be delivered both in English and Swedish.

### Speaker topic

Creativity and profit

Creative organizations

Creative leadership/management

Organizational culture and climate for creativity

Health and creativity

### Quotations from Farida's speeches:

*Best speaker. Incredibly interesting content, both thought-provoking and engaging.*

*The best leader day I have experienced, easy to reflect on and to take back with you to your work.*

### What is new and original with her speeches/research?

5 years research showing a scientific relationship between creativity/innovation, well-being of the employees and leadership that promotes creativity. Her research is the first in the world that scientifically proves that creativity/innovation can make us feel better and lower our stress levels at the workplace. Her research shows that stimulating creativity and making use of it is a way to counteract stress. The more creative and innovative, the better is the well-being of the employees.

### Which problems and questions does Farida's research deliver answers to?

What makes an organization creative? How can the organization become more successful with creativity? How do you create an innovative organization? How do you create a climate and culture for creativity and innovation? How do you increase the well-being of your employees? How can you attract creative abilities? What will you get if you increase creativity and innovation at the workplace? One answer is increased market shares and profitability.

### Which measurable results does her speech/research deliver?

Create a healthy organization and increase collaborations. Gives concrete examples on how to create a creative work climate and how to find inspiration. Creates awareness and gives tools for how to use our different strengths and weaknesses to establish a dialogue. Creative leadership/management tools and factors.

## Recommended audience by function/position

CEOs, management, Human Resources departments, personal managers, Research and Development departments, corporations, authorities, municipalities, schools and so on. The content appeals to all companies who wish to increase their self growth, creativity and the well-being of their staff.

## Media appearances

|                                   |                 |
|-----------------------------------|-----------------|
| Svt.se (Swedish television)       | Computer Sweden |
| Dagens Nyheter                    | Idg.se          |
| Dagens Industri                   | E-meetings      |
| Magazine Sambandet (Police)       | M-Magasin       |
| Svenska Dagbladet                 | Ny Teknik       |
| Sveriges Radio (P4)/Swedish Radio | Bloggs          |

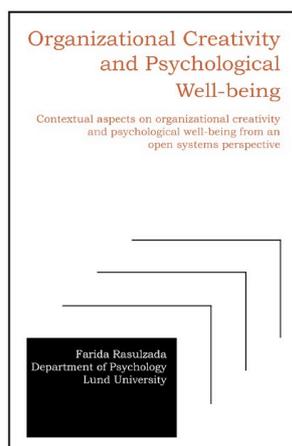
## Research background

During several years Farida has conducted her research about creativity, innovation, and well-being within global and world leading organizations. Today she works with several projects on how to increase creativity, innovation, and well-being at workplaces as well as to look at if creativity is experienced differently by different groups such as gender, educational level, age and so on. Other recent research projects are for example:

|   |                             |
|---|-----------------------------|
| Creativity and profitability  | Creativity and Health       |
| The antecedents of creativity                                       | Global creativity           |
| Youth, transformation and leadership                                | Creativity in the classroom |
| Diversity management, fair employment, creativity through diversity |                             |

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