



Courtney Feider

Leadership Advisor, Creative Brand Strategist

Courtney is a seasoned professional and a dynamic speaker who communicates important business principles through story and personal connection. In her work as a consultant, Courtney focuses on helping businesses recognize creativity as the engine for innovation and as a fundamental strategic pillar guiding organizations through times of development and growth. She believes that creative voice is the x-factor for modern business, as one generation retires and new rising talent takes their place in leadership.

Courtney is a former agency owner, and a former corporate marketing executive, and a successful serial entrepreneur, who has worked with companies as large as enterprise as well as small and medium businesses. Courtney has done leadership training, branding, communications, and sales in the healthcare industry, in high tech, and food and beverage, with organizations such as Hewlett Packard, Microsoft, W Hotel, Haggen Foods, Albertson's, Fred Meyer, Pfizer, Glaxo-Smith Kline, Merck, Astra Zeneca, Amgen, and Sundance Film Festival.

“ Courtney’s message about the naturally disruptive role played by project managers was richly nuanced and surgically precise. Her gentle but suggestive speaking style drew us in and we were moved to apply what we had learned in our careers and personal lives.

– Dev Ramcharan, PMP, CCTC, TD Bank



Speaking

Courtney energizes her audiences with out-of-the-box thinking and a speaking style that encourages thought and exploration. Courtney connects with audiences through personal stories and client case studies related to finding and harnessing chaos in a creative way, creating entrepreneurial success, sustainable life and community building, artistic and balanced living, and daily personal expression.

Courtney speaks about the myths of creativity, the benefits of creative disruption, and the emergence of new leadership. She presents proven details that help align a balanced, intuitive, and creative process for clear culture change, talent acquisition, management, and return-oriented brand shifts.

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Topics

Creativolution: Why Change is Necessary in a Creative World

Workforce shifts and a rapidly changing world economy have shown companies that if they don't choose disruption it will be chosen for them. Creativolution shows business leaders how to understand and embrace the need for creativity and to place it firmly on the business agenda, stimulating immediate returns. Discover the power of futuristic thinking and the essential tenants of creative demolition, the four central paradigms of modern creativity in business, and the five creative leadership types.

The Composition of Creativity in a Multi-Generational Workplace

The massive turnover in the workforce, with 10,000 people retiring each day, has created a leadership gap that has been filled by default with emerging young talent. Rising young executives have a hugely positive opportunity ahead of them, and big leadership shoes to fill. Learn to bridge the gaps in a multigenerational workforce, preparing young leaders with one new and essential skill: knowing themselves.

A Culture of Creativity: The Five Creative Types and How They Support Each Other

Creative change requires unearthing and development. Creativity unearths progressive culture development and business returns if it's practiced and kept firmly on the business agenda. Every leader falls into one of five creative categories but often needs guidance turning this into a management style, a culture, and a cutting-edge go-to-market process.

Improving the Bottom Line With Creativity, Sensitivity and Compassion

The most interruptive business skill a new leader can bring to the table is the ability to use creative talent as an engine for strategy and innovation. Learn the tools to lead yourself and others with compassion. Using a mix of creative type analysis, sensitivity testing, and behavioral tools, Courtney helps participants discover their strengths, weaknesses, and talents. Learn methods to maximize personal capacity, competencies and team support.

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Courtney truly embodies her mission. She supports you in developing the disruption/transformation you are ready to take on with kindness and enthusiasm. She shows up 100% and doesn't give up on anybody. She is a visionary who executes with grace.

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– Stella Grizont, Woopaah.

Courtney is available for keynotes, 1/2-day and full-day workshops and retreats.



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