

James Bannerman

Leading Authority on Business Innovation & Creativity

James Bannerman is a lateral thinking specialist who combines creativity with psychology to help businesses innovate.

As an innovation consultant and international speaker he has worked with multiple organisations across the globe from Aston Martin to British Airways, Disney to Rolls-Royce and Schroders to Unilever, as well as at the National Space Centre on a mission to Mars.

He also lectures on business innovation, creativity and enterprise on the MBA programmes at Warwick Business School and Oxford Brookes University where he is currently completing a PhD on the impact of lateral thinking upon organisational performance.

Prior to working in business he was a platinum-selling songwriter, a freelance cartoonist eg. Punch, a trained clinical psychotherapist, and he has an M.A. Hons in English Literature from Edinburgh University.

James is also the best-selling author of 2 books: *Genius! Deceptively Simple Ways to Become Instantly Smarter* and *Business Genius! Deceptively Simple Ways to Sharpen Your Business Thinking* (Pearson), which have gone on to be translated into multiple languages around the world from Chinese to Japanese, and Italian to Thai.
