



### Customer:

Intuit is a global technology platform, powering prosperity with TurboTax, QuickBooks, Mint, Credit Karma, and Mailchimp

### Audience:

Leadership Team

### Country:

Virtual

### Challenge:

To accelerate innovation in a fast-paced changing environment

### James Taylor's Solution:

60 minute virtual keynote

### Results:

- The audience were motivated and left feeling empowered to accelerate innovation in their business.
- James Taylor gave the team fresh insights, ideas and industry case studies that their teams could immediately apply.

## James Taylor helps Intuit accelerate innovation in a fast changing world

Intuit is a global technology platform that helps customers and communities overcome their most important financial challenges. Serving millions of customers worldwide with TurboTax, QuickBooks, Mint, Credit Karma and Mailchimp, they believe that everyone should have the opportunity to prosper and they work tirelessly to find new, innovative ways to deliver on this belief.

Intuit's customer success leadership team invited James Taylor to be the keynote speaker for their Leadership Offsite. The event would be attended by a specialized group of customer success leadership consisting of frontline agent managers, customer experience leaders, digital content leaders, and vendor management leaders. James Taylor delivered a virtual keynote titled 'SUPERCREATIVITY - Accelerating Innovation, Curiosity And Collaboration at Intuit'.

In addition to the usual pre-event calls with the client James also researched the seasonal nature of Intuit's business (e.g. around tax season) and linked that to the concept of continuous change and how to spark creativity within yourself and your team.

The final keynote combined a fun, fast-paced and motivational keynote style with relevant and useful examples and stories of how other companies and teams in similar and related industries seek to stay agile and adapt to change.

*"Thank you James, you did an amazing job! Our team loved your presentation."*

**-Xiaozhe Yang, Service Operations Excellence Leader, Intuit**

**James Taylor**

#### About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.