

CASE STUDY

FOOD INDUSTRY



Saudi multinational dairy and food company invites James Taylor to deliver an inspiring keynote and workshop on the future of food.

AT A GLANCE

Client

The Middle East's leading food and beverage manufacturer and distributor – and the world's largest vertically integrated dairy company.

Audience

CXOs and Senior Management

Country

Kingdom of Saudi Arabia

Challenge

How to build a scalable culture of innovation and develop new ideas for sustainable growth.

Solution

45 min keynote + 60 min workshop

Results

The audience learned and applied a set of creative, critical and collaboration tools to help them generate, develop and execute on innovative ideas.

"Thanks so much for being the keynote speaker at our Annual Management gathering. I have already received excellent feedback from the leaders that were present. You really got the group excited with your terrific presentation on the Innovation. The message was clear; the style was professional and informative while at the same time being entertaining. We would love to have you back again to speak on another one of your topics."



Hala Al-Abidy

Head of Internal Communication and Change Management, Almarai



ABOUT THE CLIENT

Almarai offers fresh & high-quality dairy, juice, bakery and poultry products for restaurants, cafes, hotels, bakeries, catering, and more. They are the Middle East's leading food and beverage manufacturer and distributor – and the world's largest vertically integrated dairy company.

The event was Almarai's Management Gathering and held in Riyadh, Saudi Arabia. It was attended by leadership and senior management from KSA, GCC, Jordan, Egypt and the UK. The theme for the gathering was 'Driving Sustainable Growth Through Innovation In The Food & Beverage Sector'.

Almarai invited James Taylor to deliver a keynote and workshop that would cover various innovations in the food industry as well as how companies can scale while creating a culture of innovation. The goal for James Taylor's keynote and workshop was to motivate and energise the audience with new ideas and ways to collaborate and innovate.

The client wanted a lot of audience interactivity so James decided to add an ice-breaker activity into the keynote in addition to the interactivity that was already built into the workshop. The keynote 'opened a loop' about the value of curiosity which was developed further in team exercises during the interactive workshop. The keynote focused on examples of different types of innovation and how various technologies (digital twins, foodtech, precision fermentation and formulation, 3D printed food, sustainability and perennial grains, VR/AR and Generative AI) were enabling organisation to innovate and monetise their data within the food and beverage industry. The workshop then taught a number of tools and techniques for exploring how these innovations and techniques could be applied to Almarai's business.

James Taylor's final motivational keynote was high-energy with the majority it focused around big ideas and trends related to innovation. The interactive teambuilding workshop had James then training the 300 leaders and managers in the room on four powerful thinking tools for creative thinking, collaboration, and critical thinking. The red-thread throughout the keynote and workshop was the importance of curiosity for scaling innovation and achieving sustainable growth.