

Case Study

Enterprise Performance
Management Software



CCH® Tagetik



James Taylor closes inTouch 2026 — CCH® Tagetik's 20th-anniversary flagship event — with a keynote on creativity, AI leadership, and owning the future of finance

ABOUT THE ENGAGEMENT

CCH® Tagetik's inTouch 2026 gathered ~900 senior finance leaders inside the Teatro del Giglio — a neoclassical theatre in Lucca, Tuscany, where Puccini first staged his operas. The audience represented the finance leadership of major global enterprises: CFOs, Heads of FP&A, and transformation leaders from companies including Generali, UniCredit, Prada, Gucci, Toyota, and Telecom Italia. The challenge was not a lack of AI tools — CCH® Tagetik had been embedding AI deeply across its platform. The challenge was more human: BCG research shows 80% of AI initiatives fail not because of technology, but because of people, processes, and mindset.

The Preparation

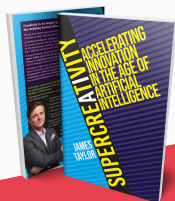
James worked with the CCH® Tagetik team through two briefing calls (March and April 2026) and a detailed pre-event questionnaire. A psychometric analysis of attendee job titles confirmed a data-backed, credibility-first audience that would switch off at generic inspiration or technology hype. The keynote was built around the specific milestone — inTouch's 20th edition — the historic Teatro del Giglio venue, and the cultural heritage of Lucca itself, weaving local context throughout.

The Delivery

The closing plenary keynote — **SuperCreativity™: Owning the Future of Finance in the Age of AI** — followed James's 4P framework (Position, Problem, Possibilities, Proposals), opening with Linus Pauling's French beret as a symbol that rigour and creativity are not opposites. James moved through the BCG evidence on why AI initiatives fail, the Pareto principle connected to its Italian originator Vilfredo Pareto, and case studies from finance and manufacturing navigating the same creative-analytical tension as the people in the room. At the 30-minute mark, a structured interactive exercise injected energy into the latter half of a long plenary day before building to a close that handed seamlessly to the Customer Awards.

The Results

- **Reframing Creativity**
Attendees left with creativity repositioned as a measurable finance leadership discipline — not a soft skill, but a strategic edge.
- **Confidence Over Fear**
AI anxiety replaced with practical frameworks and renewed confidence in the irreplaceable value of human judgement.
- **Escaping Pilot Purgatory**
A clear framework for why AI initiatives fail and which human factors actually determine success.
- **Place & Occasion**
Deep customisation to Lucca, the Teatro del Giglio, and inTouch's 20th edition made the content feel of this specific moment — not generic.



SuperCreativity:
Accelerating Innovation in the Age of
Artificial Intelligence

**Creativity is no longer optional. It
is fast becoming the defining
human advantage.**



James
Taylor
KEYNOTE SPEAKER

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.

COMPANY OVERVIEW

CCH® Tagetik is Wolters Kluwer's AI-powered Corporate Performance Management platform, helping finance leaders streamline planning, close and consolidation, reporting, compliance, and ESG performance management. Wolters Kluwer is a global information services group serving finance, legal, tax, and compliance professionals in over 180 countries.

CHALLENGE

To close inTouch's 20th-anniversary plenary by replacing AI anxiety with practical confidence — sending 900 global finance leaders into the Customer Awards energised, optimistic, and equipped to own the future.

SOLUTION

A bespoke closing keynote — **SuperCreativity™: Owning the Future of Finance in the Age of AI** — tailored to the milestone occasion, the Teatro del Giglio venue, and a senior finance audience.

AUDIENCE

~900 CFOs, Finance Directors, and Heads of FP&A, Controlling, Consolidation, ESG and Transformation from global enterprises including Generali, UniCredit, Prada, Gucci, Toyota, and Telecom Italia. Predominantly EMEA, with APAC and North America representation plus global livestream overflow.

LOCATION

Teatro del Giglio, Lucca, Italy.

RESULTS

Attendees left with a reframed understanding of creativity as a finance leadership discipline — evidence-led, measurable, and urgently relevant — and practical frameworks for leading AI adoption with confidence.