

WHY JORDAN AYAN?

- > When Jordan Ayan talks about innovation, technology, and creativity, global corporations and successful entrepreneurs sit up and pay attention. His unique insights have helped industry leaders profit from effective creative applications of new technology. They've also allowed participants to successfully inspire innovation in every workforce.

Jordan does it through results-based programs that are explored in sessions highly-tailored to each company. His creative thinking has earned his Chicago-based company, Create-It! Inc., an extensive client roster of organizations looking to cost-effectively increase innovation utilizing technology.

Jordan's expertise comes from hands-on experience as both an entrepreneur and founder of a technology product division for the Dun & Bradstreet Corporation. While there, he orchestrated a strategic alliance with American Express resulting in the development of the leading on-line service, FastDataSM.

He also has developed an individual creativity model called C.O.R.E.[®] which focuses on helping individuals increase their creative freedom. One of his best-selling books "Aha! - 10 Ways to Free your Creative Spirit and Find Your Great Ideas" (Random House), is a Money Book Club selection and has been translated into Korean, Chinese, Russian, Spanish, Indonesian, and Portuguese.

Besides writing bestsellers, Jordan and his deep knowledge of corporate technological needs has led to appearances on CNN, ABC, FOX News Channel and NPR and has been selected by Tom Peters as one of his "Cool Friends".

The Difference Is Depth.

Unlike many speakers whose idea of customizing a speech is getting you to fill in a questionnaire, Jordan spends many hours ensuring that his topic is truly relevant by customizing the presentation to the audience's level of experience and the business's need.

From in-depth interviews with a sampling of the audience prior to the presentation to extensive on-line resources, such as his trademarked electronic handouts and his popular content-rich electronic newsletter "Executive Technology Briefing" that can be referred to after it, Jordan delivers far more than just a few inspiring words.