

MEDIA RELEASE

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Future Workforces Summit MC Simon Banks to speak about keeping people in the digital process.

Simon Banks believes it is time to take off our blinkers.

It is time to challenge paradigms and beliefs that may no longer be true and transform the way we work.

“Things that were 100% true 5 years ago may now be completely irrelevant.

“What technology and people can do together is amazing”.

Simon will be the MC and the SME/ Services Breakout Stream Keynote speaker at the Future Workforces Summit on August 9 at the MECC.

He will be speaking about keeping people in the digital process and a workshop about opening your eyes to the possibilities everywhere.

After a successful career as an artist and then a solid stint in the corporate world, Simon bought together his two specialities to create VisualFunk, his company that brings creativity and fresh thinking to organisations that want to grow, develop and foster a culture of innovation in their teams to produce great ideas, products and results.

When it comes to transforming how we work Simon said we have to be open and highly curious.

He said humans have been innovating since day one, controlling fire, creating the wheel, building, farming and forming trade, which is the most natural human thing we can do.

Work in Mackay Isaac Whitsunday region is rapidly changing with automation and digital technologies and part of the Future Workforces Summit is about creating a mindset that is open to change.

Simon said people don't need to go and blow their whole business out but rather it is about recognising what your core purpose is and making sure you are agile and have an edge.

He said automation gives people more time, time to be more human and to use human skills of deep thinking, connection with clients, solving big problems and to use their imagination.

“The digital revolution is in every industry and it is touching every part of lives and to not believe this is to have your head in the sand.

“There is so much opportunity. The barriers for getting into business have never been smaller and access to funding has never been easier.

“Technology is the enabler of ideas”.

Part of his speaking style is about bringing the content to life through drawings, cartoons and illustrations that capture the key messages.

Simon is not just an illustration expert, he is skilled in creating visual representations on the fly of what is being said, and using it to hoe and shift people's thinking, make complex problems to understand and give people a tool to solve wicked problems.

While at the Future Workforces Summit be prepared for lots of interaction from Simon.

"I believe that the experts are sitting in the audience and the more people get connected with each other the better.

"There will be practical things that people can do straight away. Less theory, more doing," he said.

For tickets and more information visit www.greaterwhitsundayalliance.com.au/summit

For more information on Simon Banks visit: www.simonbanks.com.au

His book A Thousand Little Light Bulbs: How to kickstart a culture of innovation in your organisation is out now.

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