

# RICHARD FLORIDA

One of the world's leading urbanists, renowned Economist and Author, The Rise of the Creative Class

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- Perhaps the world's leading urbanist, "as close to a household name as it is possible for an urban theorist to be in America," according to The Economist
- Provides unique insight into the values and lifestyles that will drive the 21st Century economy
- A 2013 MIT study named him the world's most influential thought leader
- TIME magazine recognized his Twitter feed as one of the 140 most influential in the world
- Esquire has included him on its annual list of "The Best and the Brightest," and Fast Company dubbed him an "intellectual rock star"
- Founder of the Creative Class Group, which works closely with cities, nations, and companies worldwide

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Richard Florida is one of the world's most sought after speakers on global trends, economics, prosperity, competitiveness, and growth. Combining in-depth analysis, a fascinating personal story, and a touch of self-deprecating humor, it's no wonder he was named one of Esquire's "Best and Brightest,"

He is a researcher and professor, serving as University Professor and Director of Cities at the Martin Prosperity Institute at the University of Toronto's Rotman School of Management, a Distinguished Fellow at New York University's Schack Institute of Real Estate, and a Visiting Fellow at Florida International University.

He is a writer and journalist, having penned several global best sellers, including the award winning The Rise of the Creative Class and his most recent book, The New Urban Crisis published in April 2017. He serves as senior editor for The Atlantic, where he co-founded and serves as Editor-at-Large for CityLab.

He is an entrepreneur, founder of the Creative Class Group, which works closely with cities, nations, and companies worldwide.

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Richard Florida is perhaps the world's leading urbanist, "as close to a household name as it is possible for an urban theorist to be in America," according to The Economist. Esquire has included him on its annual list of "The Best and the Brightest," and Fast Company dubbed him an "intellectual rock star." MIT Technology Review recently named him one of the world's most influential thinkers. GDI also named him one of the world's global thought leaders of 2013. He is also a member of the Global Agenda Council on the Creative Economy, World Economic Forum.

He previously taught at Carnegie Mellon, Ohio State University, and George Mason University, and has been a visiting professor at Harvard and MIT and Visiting Fellow at the Brookings Institution.

He earned his Bachelor's degree from Rutgers College and his Ph.D. from Columbia

University.

## TEMAS

- Economic Outlook
- Innovation
- Urban Issues
- Talent Wars
- Marketing

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## PROGRAMAS

**Understanding the Global Economic Crisis and Capturing the Opportunities**

Florida's new book (Harper Collins and Random House 2010), The Great Reset will provide a better map for understanding and navigating through and beyond today's economic crisis. Florida draws in years of research, case studies and data to show that we are not just facing a shift in our banking and business structures, but a long-term fundamental reset of our entire way of life. Positioning business, regions and the overall economy to grow stronger in the coming decades will require a solid understanding of the Reset. This timely and important speech helps organizations, policy and decision makers to construct a new, more productive way of life for a new era built on a more authentic and sustainable prosperity

**Creative Class Communities – City, Regional, and Global Economic Growth**

This speech focuses on city, regional and global economic growth. It gives community leaders the tools they need to generate greater economic prosperity in their region. No longer are cities competing with neighboring cities, rather mega regions are competing globally.

This thought-provoking speech with your city's crucial leadership will give you the necessary framework to make your community more competitive and vibrant. Richard Florida will

share with your audience the most current regional economic and demographic data and knowledge of cutting-edge community-building practices.

**Talent Wars: Talent Attraction and Retention of the ‘Best and Brightest'**

The requirements of the Creative Economy, changing expectations of workers, and demographic shifts have caused a serious shortage in workers resulting in the “Talent Wars”. The Talent Management Speech was developed and led by Florida who has been dubbed the “world’s leading cartographer of talent” by Fast Company. In this speech, Florida distills his framework for how to attract and retain talent and explains his analysis of which locations offer the best talent pools for an innovative and creative workforce. This speech is aimed at corporate leaders, human resources directors, and those responsible for attracting and retaining the ‘best and the brightest’ to their organization.

The World is Spiky, not flat, as Creative Talent increasingly clusters in certain places leaving other locations depleted. Moreover, today’s talent cannot be won over through basic methods such as increased compensation. Based on years of surveying and interviewing members of the Creative Class and exhaustive quantitative and locational analysis, this speech will help you answer the question: Where is the talent and how can my organization attract and retain the creative and highly valuable workforce required for success?

**Innovation, the Culture of Creativity and Managing for It**

In The Creative Management Speech, Florida leads teams of executives and managers on how to manage creativity culled through more than two decades of research on leading edge companies and his breakthrough Harvard Business Review article with SAS CEO and founder, Jim Goodnight. This speech ignites new thinking and strategic initiatives on how to manage, motivate and inspire creative people

**Creative Class Consumption: Marketing to the Creative Class**

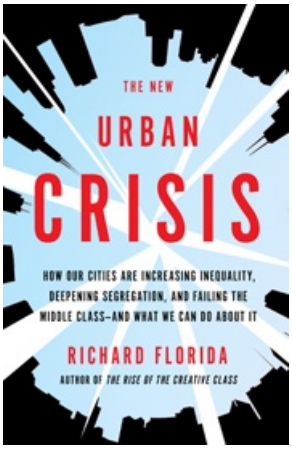
From BMW and Apple to Equity Office Properties – firms across industries have identified the Creative Class as a core market for their products and services. Who is the Creative Class and why do they matter? The Creative Class, is 40 million strong, making up 30 per-

cent of the U.S. workforce, with 50% of wages earned and controlling nearly 70% of discretionary spending in the US. That is over $500 billion in purchasing power annually! This consumer group, consisting of scientists, engineers, managers, innovators and people in research and development, as well as artists, writers and musicians are the most educated and demanding consumers in the marketplace. Florida has years of data on who they are, where they are, what they read, what they purchase and the ethos that drives their decisions.

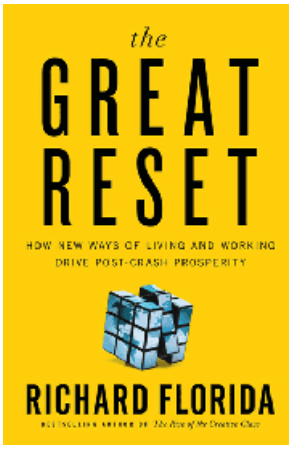
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## PUBLICACIONES

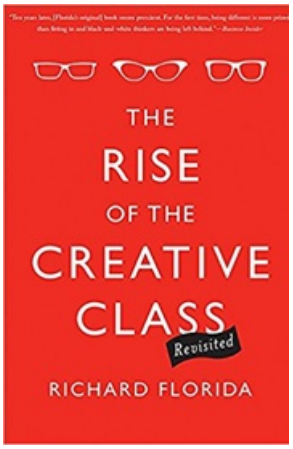
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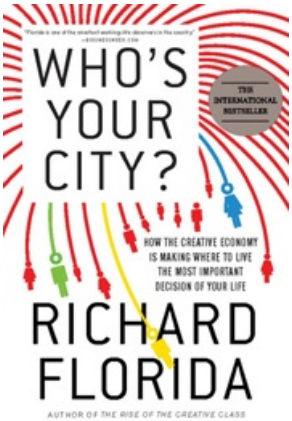

THE NEW URBAN CRISIS




THE GREAT RESET




THE RISE OF THE CREATIVE CLASS




WHO'S YOUR CITY?

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## CONDICIONES

- **Travels from:** Canada
- **Fee Range:** Please Inquire