



## **Nir Bashan**

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**The Creator Mindset**

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From working with Hollywood and music stars like Woody Harrelson and Rod Stewart, Nir discovered something that may shock you: These creative superstars aren't all that different from you or I! It's just that they have mastered a method of repeatable and predictable creativity—a type of creativity that anyone can learn. And as it turns out, the same type of creativity can be used in businesses and careers everywhere! Nir has taught thousands of leaders and individuals around the globe how to harness the power of creativity to improve profitability, increase sales, boost customer service and ultimately create more meaning in their work. Working with clients such as AT&T, Microsoft, Ace Hardware, NFL Network, EA Sports, Suzuki, Activision and jet-Blue, Nir has spent the last two decades working on a formula to codify creativity for business. That formula is found in *The Creator Mindset*, a book which has been translated into two languages and released worldwide by McGraw/Hill business in August of 2020.