

## Creativity and innovation masterclasses and consultancy

With Dr Allègre Hadida, Judge Business School, University of Cambridge and Peter Cook, Human Dynamics

- Do you want to supercharge your business creativity?
- Would you like to develop your company's innovative capability?



Human Dynamics are proud to announce our collaboration with Dr Allègre Hadida of the University of Cambridge Judge Business School. Dr Hadida is a specialist in management strategy and creativity, having researched and consulted widely in several countries. With a background in film, media and business strategy, she has a passion for bringing the right side of the brain into business management.



**Peter Cook** is a business academic, author of 3 books on creativity and innovation, acclaimed by Professor Charles Handy and Tom Peters. He is an established business consultant of 17 years' experience across a wide range of industries and an MBA tutor / author on the acclaimed Creativity, Innovation and Change MBA programme. Peter is also an accomplished musician with a track record of playing rock, pop and jazz with a wide range of people and several celebrities.

Dr Hadida works in collaboration with Human Dynamics in three ways:

- Bespoke corporate masterclasses in creativity, arts, music, media and film
- Corporate consultancy on strategy, creativity and performance
- Research into creativity and innovation related topics

Our client base includes companies within the pharmaceuticals, film, chemicals, music, arts and high tech sectors.

*Contact us to see how your company could benefit from increasing the probability and frequency of new product innovation for sustainable advantage*

A partnership between Human Dynamics and Dr Allègre Hadida  
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