

MARK RAISON

CONSULTANT IN STRATEGY, CREATIVITY, INNOVATION & DISRUPTION

“ Mark Raison is a creative consultant with YELLOW IDEAS. He created and hosts training courses in ‘Creativity & Innovation: Welcome to Dragonery’, which has already been attended by more than 10,000 people across five continents. He facilitates strategic seminars and ‘Creativity Days’. His signature conference ‘The Power of the Impossible’ has inspired many leaders and their colleagues. Mark leads the site www.yellowideas.com and shares his ideas on his blog www.markraison.com. He is the author of four books on strategy and creativity. Mark is also a piperomane (a peppercorn connoisseur); he is passionate about real and false peppers. Since 2003 he has managed the Académie des Poivres (The Pepper Academy) and its website www.academiedespoivres.com ”



PROFESSIONAL EXPERIENCE

1987 to date Consultant, facilitator and keynote speaker in strategy and creativity working across five continents



BUSINESS SCHOOLS

Since 2001 Lecturer at EDHEC

Since 2014 Scientific Director for the Advanced Masters in Creativity Marketing at SOLVAY Brussels School of Economics and Management



SIGNATURE PROGRAMMES

Facilitation Creativity Days: “Kiiri days”
The search for creative solutions to a specific question
Strategic Seminar
The strategic meeting for your management team

Training Course Welcome to the Dragonery
Innovation and Creativity training course.

Conference The power of the impossible
A creativity conference
On the Pepper Trade Route: Innovation!
A tasting conference on rare peppers

CONTACT



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LANGUAGES

4 FRENCH
ENGLISH
SPANISH
DUTCH

PASSIONS



PEPPER
THE IMPOSSIBLE
OXYMORONS
TRAVELLING

BOOKS



L'Agenda des Oxymores (Diary of an Oxymoron)
(Editions Prisma, 2015)

Osez la créativité (Dare to Unleash your Creativity)
Innovative business practices
(Vitrac, 2014)

Les Carnets Jaunes de Mark Raison (Mark Raison's
Yellow Notebooks)
Strategy and Creativity
(Editions Prisma, 2015)

Réveiller sa créativité (Awaken your Creativity)
(Editions Prisma, 2016)

ADRESSES

BARCELONE
157 R CALLE AUSIAS MARC
BRUSSELS
185 AVENUE DE TERVUEREN