



Abstract for the 12th INSME Annual Meeting Session III

Putting People First –
Smart SMEs matching Trends and Talents in the "Fast-Forward-Society"

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All great creativity is multidimensional. The moment we connect with great work, whether painted or sculpted, written or sung, spoken or read, a deeper level of ourselves is brought to the surface. Great work resonates with these inner core dimensions of ourselves. Each of us is far more capable of creative imagining and innovative development than we give ourselves credit for. Our businesses and technologies do not hold the keys to their own creative future, we do.