

# Kirk Vallis

Global Head of Creative  
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Kirk Vallis is a leading keynote speaker on workplace creativity and innovation, emphasizing the essential role of people alongside technology. As Google's Global Head of Creative Capability Development, he built the Magic Academy, a programme that embeds creativity into Googlers' everyday toolkit alongside knowledge and technical skills. Kirk believes that while technology accelerates innovation, people are the true drivers of meaningful change.



In his session, Kirk will help individuals and teams unlock their best thinking by bridging possibility and judgement. He explores how to create the mental, physical, and psychological conditions for peak performance, facilitates idea-rich conversations, and encourages leaders to embrace risk and challenge autopilot thinking. Using tools like the “personal impact pillars,” Kirk shows how everyday creativity can be achieved, tested thoughtfully, and embedded into organizational culture for real impact.