Live Innovations' Budget Increase Sparks Development Initiative

Wednesday 13 April, 2016

In the wake of receiving a budget increase from one of their biggest clients, London-based event marketing firm, Live Innovations, are expanding their events portfolio, which has sparked a development initiative.

About Live Innovations: http://liveinnovations.co.uk/

At Live Innovations, they are first and foremost an event marketing firm. However they are dedicated to development and helping the people they work with grow both personally and professionally, setting them up for future success. The customer acquisition specialists understand that in order for the firm to extend their market reach and continue to grow, it is vital that the people they work with are able to grow simultaneously, and that the continued development of their contractors will act as a catalyst for the firm's growth.

Managing Director at Live Innovations, Tom Harris recently hosted a workshop on the marshmallow experiment. Over the last 50 years the experiment has become synonymous with temptation, willpower and grit. The famous Marshmallow Test began at Stanford University in the early 1960s. Psychologist Walter Mischel, and his graduate students gave children the choice between one reward (for example a marshmallow, pretzel or mint) and also the choice of either earing it immediately, or holding out for a larger reward (two marshmallows) if they were able to wait alone for up to 20 minutes. Years later, Mischel and his team followed up with the Bing pre-schoolers and the results were interesting. Mischel found that the children who had waited for the second marshmallow had generally fared better in life. For example, studies showed that 30 years after the initial marshmallow test, a child's ability to delay eating the first treat predicted higher SAT scores and also a lower BMI.

Live Innovations argues that development and success won't be an overnight thing and that people need to learn to be patient with themselves.“I liked the idea of the marshmallow experiment as it focused on delayed gratification. Living in the digital age, where everything is fast-paced and accessible at the click of a button, people are becoming more and more impatient and they need to learn the importance of patience, willpower and waiting to receive a bigger pay off," said Managing Director at Live Innovations, Tom Harris.

At Live innovations they pride themselves on their unique business development opportunities. They have a proven track record of developing budding professionals into successful businessmen and women and it is their ability to advise and guide individuals on their entrepreneurial journey, which will be key to seeing them achieve their goals for 2016.

Live Innovations is a London-based event marketing firm. Whatever a client's budget, Live Innovations are committed to creating personal, bespoke campaigns to suit individual business needs. Through interactive and personalised marketing solutions, Live Innovations is able to establish long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients. Live Innovations are passionate about growth and recognise that this is only possible through the continued development of the people they work with.

Related Sectors:

Business & Finance :: Education & Human Resources ::

Related Keywords:

Development :: Sales :: Events :: Reward :: Progression :: Results :: Live Innovations ::

Scan Me:

Company Contact:

_

Live Innovations

T. 00000000000
E. admin@liveinnovations.co.uk
W. https://www.liveinnovations.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.live-innovations.pressat.co.uk