



Crazy Might Work

YOU CREATE

THE SOCIAL CONTEXT FOR HIGH-PERFORMANCE BY ADDRESSING THE INVISIBLE FORCES THAT MAKE UP THE SOCIAL CONTRACT IN YOUR ORGANISATION

ACHIEVE A COMPELLING
450% RETURN*

ACHIEVE NOTICEABLE
**BEHAVIOURAL
CHANGE**

BY INTRODUCING
COLLECTIVE MICRO-HABITS

FOUR-DIMENSIONAL LEADERSHIP

THE POWERFUL 4-D PROGRAM USED BY NASA

ATTRACT AND RETAIN THE BEST

BY ESTABLISHING SHARED INTERESTS
AND A COMPELLING PURPOSE

BECOME A NASA 4-D COACH

GO BEYOND THE FOUNDATIONAL PROGRAM
BENCHMARK AGAINST 1,500 NASA TEAMS
TO MEASURE AND EMBED CHANGE

Why NASA 4-D?

You Are About To Get Four Dimensional

The explosion of the *Space Shuttle Challenger* disaster rocked the world and the 7 astronaut fatalities led to senate inquiries that gave technical reasons for the tragedy. Several failed missions, and more fatalities, forced NASA's eventual realisation that those disasters were a result of leadership failure and social context, and not technical incompetence, or equipment failure.

With this program, you learn how NASA became the **Best Place to Work** in federal government for the 11th year in a row. You will become a better leader with the 4-Dimensional Leadership program that has been voluntarily completed by over 1,500 NASA leaders and teams. Architected by Charlie Pellerin, the former Director of Astrophysics at NASA, the 4-Dimensional Leadership Course is critically different in that it equips leaders to set up the social conditions for high performance. Updated with contemporary neuroscientific studies and simulations from the current space program, this leadership framework is peerless.

You will address the invisible settings that make up the social contract of high-performing teams and bypass the usual forming, storming, norming and performing dramas that teams endure to become high-functioning (Tuckman, 1965) . NASA found that eight practical behaviours enabled leaders to shift social context, build trust, and establish cohesive teams with a compelling shared purpose.

This is For You if...

- You are a leader wanting to create the conditions for high performance in your team, or the organisation as a whole.
- You are an HR professional seeking a world-class enhancement to your leadership programs.
- You are curious about how high-performing astronauts are prepared for the **I**solated, **C**onfined and **E**xtrême conditions of space (**ICE**).

**Tuckman (1965)*



WHAT ARE NASA'S FOUR DIMENSIONS?

(And why should I care?)

DIMENSION

WHY IT MATTERS

HOW IT IS ADDRESSED

People-Building

- Lack of cohesion delays projects and destroys teams.
- Authentic appreciation is the one of the key reasons that we turn up to work. Feedback must be habitual, authentic, prompt, proportional and specific to be effective.

- **Creates group cohesion through establishment of shared interests.**
- **Develops a strengths-based approach and team inventory.**

Team-Building

- Individual boundaries and team standards are crucial to the development of trust and high performance.
- The 'unwritten rules' and social contract of the team govern important behaviours, often unwittingly.

- **Establishes individual boundaries and team standards.**
- **Practices appropriate inclusion by sharing the four social currencies.**

System-Building

- Role clarity, accountability, authority and autonomy are essential for coordinated collaborative efforts.
- The collective belief system of the group can be an Achilles heel if there is no capacity to confront and reconfigure red story lines.

- **Creates an autonomous zone within role clarity, accountability and authority.**
- **Addresses red storylines directly using radical candour.**

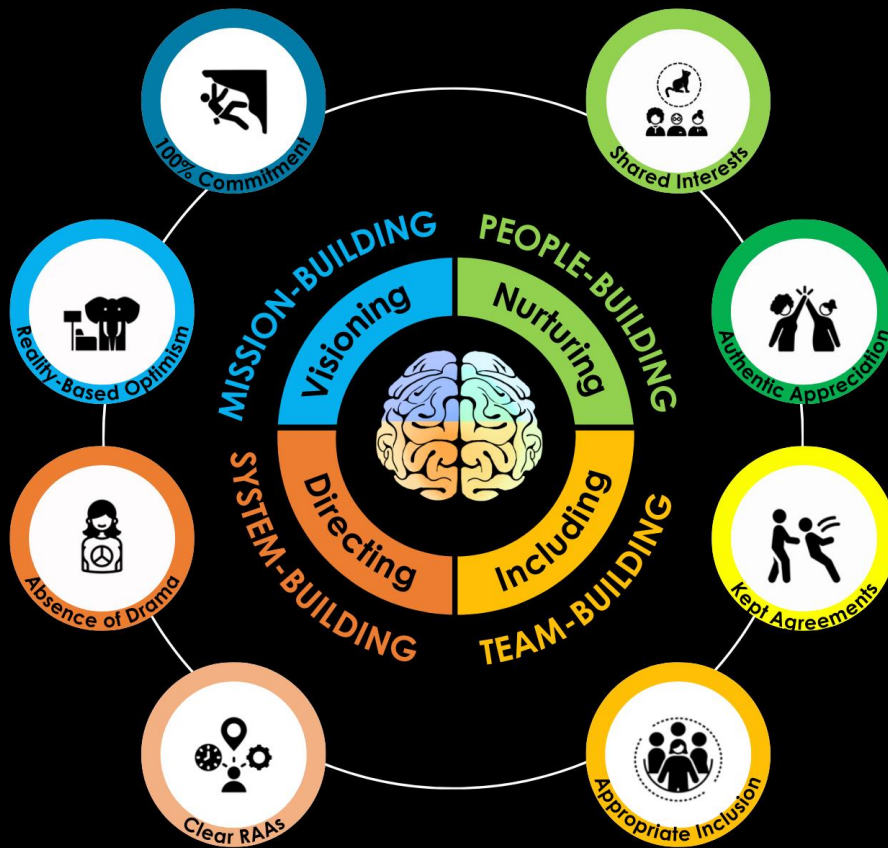
Mission-Building

- Team vision and mission need to be grounded in reality and not false optimism in order for progress to occur.
- Conflicting priorities and lack of commitment to collective goals undermines high performance.

- **Acknowledges uncomfortable truths and establishes reality-based optimism.**
- **Harnesses commitment to the vision.**

8 Neurogenetic Behaviours

NASA discovered that exceptional leaders are fluent in four dimensions. You will learn to move effortlessly through these invisible social fields, leveraging the social neuroscience that underpins high performance. The NASA system introduces eight neurogenetic* behaviours to establish trust and psychological safety as a foundation for high performance. What makes these behaviours different to others (such as those developed from psychometric factors, or organisational values) is that they are based on contemporary social neuroscience and therefore universally relevant in human interactions.



Benchmark your team against the 1,500 NASA teams that have voluntarily completed this program.

*Deeply wired in the human brain, with a research-backed effects on human social behaviour, according to neuroscientific and psychological studies).

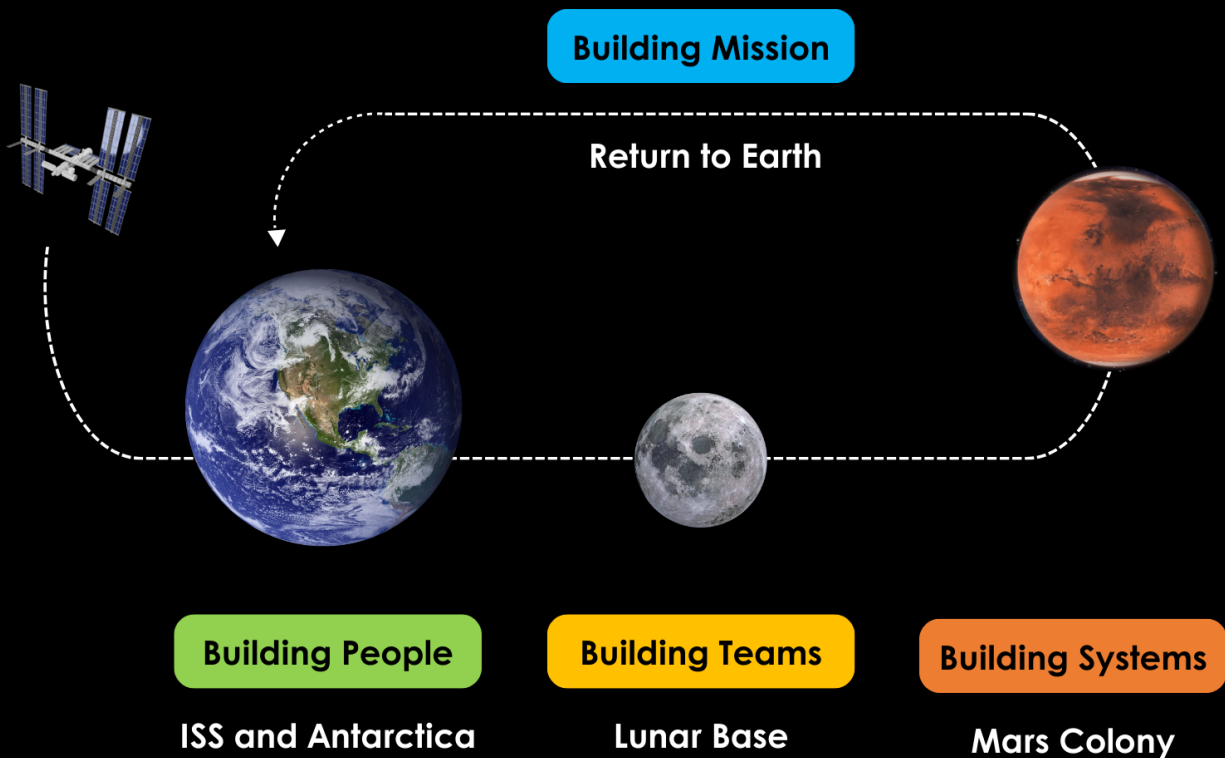
An Immersive Experience

As you progress through this program, you will experience exhilarating simulations extracted from the current space program. Although these experiential immersions may make you feel like an astronaut in training for a moment, they are not fundamentally about space.

Space is a frontier for research in areas like medicine and leadership, as NASA and other space agencies prepare leaders for leading deep space missions in Isolated, Confined and Extreme conditions (ICE).

The research conducted in 'analogs' like Antarctica gives us a unique perspective on what constitutes great leadership and what makes high-performing, cohesive teams.

The 4-D program has been successfully transferred from 'White Mars' into organisational practice by over 100,000 teams in over 75 countries, using the NASA Playbook.



Online Public Program

Run the program in-house, or join one of our public programs, which run for 90 minutes over 8 weeks on consecutive Thursdays.

Session times: 12:00pm - 2:00pm AEST

How to Join: Virtual

Graduation & Certification: Post graduation we send your virtual certificate

Dates

- 1 July to 25 July 2024 (2 sessions/week over 4 weeks)
- 22 August to 10 October 2024
- 24 October to 12 December 2024

[REGISTER HERE](#)



Coaching & Accreditation

Individuals who have completed the **NASA 4-D Leadership Program** can go on to become an accredited **NASA 4-D Coach**. This accreditation prepares coaches to mentor individuals or teams using their **NASA 4-D Benchmark** results, in conjunction with the **NASA 4-D Playbook** and **Context Shifting Blueprint**.

In-house Delivery Options

Delivery can be tailored with a combination of online, face-to-face or blended experiences:

OPTIONS	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
2 x Full Days Consecutive Face to Face	8 Behaviours	Graduation, Coaching and Coaching Accreditation (optional) followed by retaking the Benchmark						
2 x Full Days Spaced Face to Face	4 Behaviours		4 Behaviours		Graduation, Coaching and Coaching Accreditation (optional) followed by retaking the Benchmark			
4 x Half-Days Spaced Face to Face	2 Behaviours	2 Behaviours	2 Behaviours	2 Behaviours	Graduation, Coaching and Coaching Accreditation (optional) followed by retaking the Benchmark			
Weekly Sessions Virtual Online	1 Behaviour Each Week Delivered in a 2-hour online virtual session, over 8 consecutive weeks.							

Notes

- In-house programs are preceded by benchmarking against NASA alumni.
- The program culminates in a graduation and the Benchmark is retaken within 2-3 months.
- Monthly team-based coaching is recommended post-program to assist with embedding.

NASA 4-D Benchmarking

Crazy Might Work offer the opportunity to benchmark your team/s against over 1,500+ NASA teams, pre and post program

NASA 4-D Assessment and Certification

For certification purposes, participants use the NASA Context Shifting Blueprint to address a selected team or organisational group from dysfunction to high-performance. The act of completing this brings together all 8 of the NASA 4-D behaviours to demonstrate understanding and effect positive change.

Coaching and Coaching Accreditation

Monthly coaching sessions with a NASA 4-D coach are recommended following the program to embed behaviours. Individuals who have completed the NASA 4-D program can also go on to become accredited as NASA 4-D coaches.

"The NASA 4-D Leadership Program is truly unique as it helps leaders understand and then shape their context through the application of 8 key behaviours. The upfront leadership benchmarking provided the important baseline from which to build, whilst the exercises were engaging and unique. Who doesn't want to pretend they're an astronaut for a day or so?"

**- Chief Technology Officer,
listed property group**

Meet Your Facilitators



Paul Hawkins |
**Chief
Combobulator**

Paul is a leading expert in leadership and breakthrough innovation. He grew up in Africa, under the influence of leaders like Nelson Mandela and Richard Branson before going on to work in over 20 countries, on everything from mergers and acquisitions to global shared services. He launched the first ever leadership and innovation academy in Antarctica, called Crazy Might Work. Its flagship programs are NASA's 4-Dimensional Leadership and Leading4Breakthrough® - both of which are highly acclaimed and have been deployed internationally by recognisable government agencies and corporations. Paul has formal qualifications in education, business and innovation, and is accredited in neuroscience and appreciative inquiry through the Neuro-Leadership Institute and Case Western Universities, respectively. He has a pending PhD in breakthrough innovation and chairs the Board of a large Community Services not-for-profit organisation. His passion is bringing leadership learnings from frontiers like space to the workplace.



Melanie Farmer |
**Concierge of
Co-Creation**

Melanie has led award-winning enterprise-wide cultural and efficiency transformations for over 25 years across multiple industries. She has degrees in education, innovation and biomimicry, and has advised the European Union on regional innovation policy. Melanie led the consulting arm at the award-winning University of Sussex Innovation Centre for over 10 years, nurturing concepts like the electric car charging post, game design and bendable iPads. Her work contributed to the fame of the Sussex Centre, with multiple awards, including the 'UK Business Incubator of the Year' and the 'Queen's Award for Enterprise'. She established businesses in Australia, Singapore, the UAE and the UK before joining Crazy Might Work. Today, Melanie is our instructional design lead and sometimes co-facilitates the NASA 4-D Leadership and Leading4Breakthrough® programs. Her passion is biomimicry (emulating Nature's genius) in which she is Australia's leading expert.

About Us

Bringing leadership and innovation lessons from frontiers like space to the workplace.



| Mission

Crazy Might Work is an award-winning, for-purpose leadership and innovation academy, launched in Antarctica on a mission to develop caring, courageous and capable leaders.



| Method in our Madness

Like a great Michelin restaurant, we change our menu regularly, as fresh thinking emerges. What remains constant, is the scientific approach to breakthrough, drawing on hundreds of years of research and the breakthrough strategies of the brightest human minds.

Our unique methods are drawn from Aerospace, Anthropology, Appreciative Inquiry, Biomimicry, Systems & Design Thinking, Cognitive & Social Neuroscience, Strategic Storytelling and Game Design.



| Unique Programs

NASA 4-D |

Four-dimensional leadership

Leading⁴Breakthrough[®] |

Strategic Innovation for Leaders

Breakthrough Collaboration |

Cross-organisational co-design



| Clients

Our clients and partners number amongst the most innovative and progressive organisations in the world, including governments, space agencies, universities, multinationals and not-for-profits.



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