



INNOVATION GENIUS

YOUR CREATIVE PROBLEM-SOLVING SKILLS
ARE ABOUT TO BECOME A LITTLE UNNATURAL
WITH A PLAYBOOK THAT ALLOWS YOU TO CHOOSE
THE INNOVATION STRATEGY THAT WILL PRODUCE THE BEST RESULT

CHOOSE YOUR OWN ADVENTURE

DON'T BE A ONE-TRICK PONY WITH DESIGN THINKING
WHEN YOU CAN DEVELOP FLUENCY IN 8 METHODS
AND CREATE YOUR DESIRED FUTURE STATE

LEADING⁴BREAKTHROUGH[®]

YOUR STRATEGIC INNOVATION PLAYBOOK

GO BEYOND DESIGN THINKING

TO CREATE FUTURE REVENUE STREAMS,
NEW CATEGORIES, EMPLOYEE EXPERIENCES
AND CUSTOMER VALUE PROPOSITIONS

IMPACT

MOVE THE DIAL ON SOMETHING IMPORTANT
BY CHOOSING A STRATEGIC CHALLENGE
THAT REQUIRES INNOVATIVE THINKING
FOR IMMEDIATE IMPACT

“It gives you a unique opportunity to rediscover your creative leadership self and go to work solving a strategic innovation challenge that really matters.” - Global Vice President



Leading⁴Breakthrough[®]

Strategic Innovation Playbook

What is Strategic Innovation?

Strategic Innovation is a skill set required by leaders to redesign and adapt their organisation for the future, according to the World Economic Forum (Top Ten Skills 2023-2027):



What Will I get Out of this Program?

If you are a leader seeking spectacular change, rather than incremental business improvement, then this program is for you. The **LEADING⁴BREAKTHROUGH[®] Strategic Innovation Playbook** has delivered transformative breakthroughs in spaces like health and aged care, industrial engineering, financial services and even space itself.

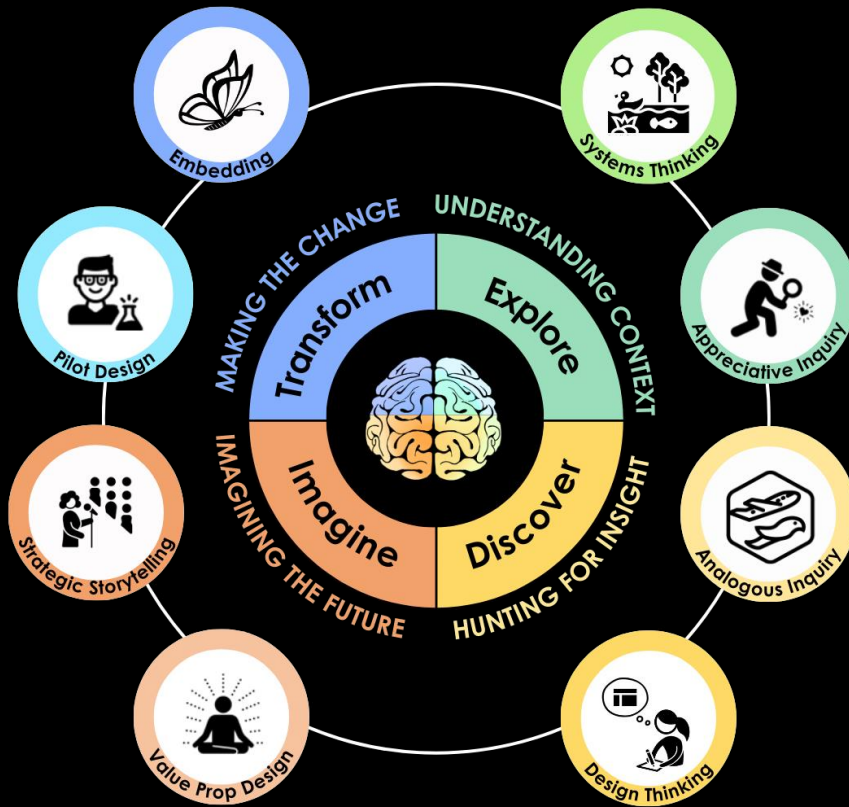
Unlock Your Creative Genius.

You will become an expert innovator by tapping into generations of accumulated wisdom from the world's greatest creative minds. The **Leading⁴Breakthrough[®] Innovation Playbook** distills creative practices from over 161 biographies and contemporary innovative strategies from around the globe to help you to choose the right tool for the right job. Get the playbook used by leaders in governments, Fortune 500 corporations and Not-for-Profits to:

- Become the best government in the world
- Develop future revenue streams
- Recruit and retain staff
- Engage employees
- Change culture
- Become sustainable
- Re-imagine intensive care
- Re-think law enforcement
- Make mental health healthy
- Innovate to adapt to compliance changes



Strategic Innovation Playbook



Systems Thinking

Validating first principles and identifying strategic levers for systemic change.

Value Prop Design

Inducing greater cognitive flexibility and innovation with empathy for the social and emotional needs of others.

Appreciative Inquiry

Strengths-led discovery, combined with an exploration of creative alpha brain-states.

Strategic Storytelling

Establishing credibility and emotional connection through neuro-scientific narratives.

Analogous Inquiry

Mining metaphors for insight, including the 3.8 billion years of nature's genius.

Pilot Design

Reducing cost and risk with skillful pilot design and experimentation.

Design Thinking

Human-centred design introduces prototyping as a means of 'building to think'.

Embedding

Embedding behavioural change through collective habit formation.

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 and Coaching (optional)						
2 x Full Days Spaced Face to Face	4 Behaviours		4 Behaviours		Graduation and Coaching (optional)			
4 x Half-Days Spaced Face to Face	2 Behaviours	2 Behaviours	2 Behaviours	2 Behaviours	Graduation and Coaching (optional)			
Weekly Sessions Virtual Online	1 Behaviour Each Week Delivered in a 2-hour online virtual session, over 8 consecutive weeks.							

Notes:

- Leaders work in small teams of 4-6, work on a corporate imperative and are mentored by Crazy Might Work between workshops.
- Accreditation is on the basis of a verbal team presentation.
- Monthly coaching sessions are recommended following the program to embed innovation.



“Fast paced, challenging and thought provoking with some ancient, and overlooked, wisdoms emerging as perennial truths and overlaid with fresh thinking and new techniques to create out of the box ideas”
- CEO, Global Financial Services Group

“Leave your assumptions at the door and enter a brave new world of disruption and innovation!” – CHRO, Japanese Listed Corporation

Meet Your Facilitators



Paul Hawkins |
**Chief
Combobulator**

Paul grew up in Africa, under the influence of leaders like Nelson Mandela. He went on to work in over 20 countries on everything from mergers and acquisitions to global shared services before launching an award-winning, for-purpose leadership and innovation academy in Antarctica. 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 is the lead facilitator of the 4-Dimensional Leadership program used by NASA and chairs the Board of a Community Services organisation, as well as annual symposia like World Forum Disrupt and the Humans in Space Summit. His PhD is in breakthrough innovation and his passion is bringing leadership and innovation lessons 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 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.



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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