



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 PRACTICES
AND CREATE YOUR DESIRED FUTURE STATE

LEADING⁴BREAKTHROUGH[®]

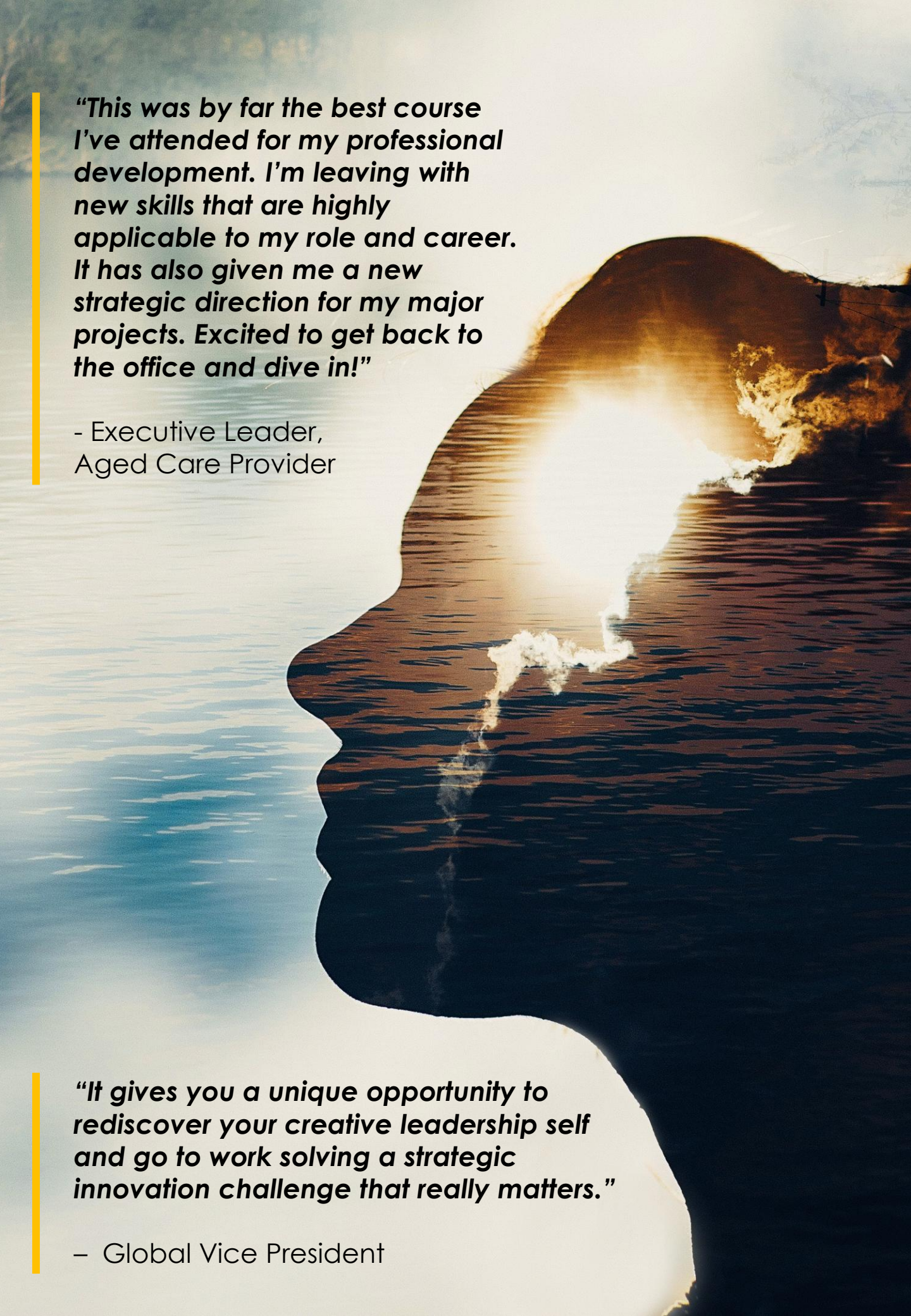
STRATEGIC INNOVATION FOR LEADERS

SOLVE YOUR BIGGEST CHALLENGE

IN TWO CONCENTRATED DAYS,
TO CREATE FUTURE REVENUE STREAMS,
NEW CATEGORIES, EMPLOYEE EXPERIENCES
AND CUSTOMER VALUE PROPOSITIONS

IMPACT

MOVE THE DIAL ON SOMETHING IMPORTANT
RETURNING TO THE WORKPLACE
WITH A READY-TO-GO PILOT
FOR IMMEDIATE IMPACT



"This was by far the best course I've attended for my professional development. I'm leaving with new skills that are highly applicable to my role and career. It has also given me a new strategic direction for my major projects. Excited to get back to the office and dive in!"

- Executive Leader,
Aged Care Provider

"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 Program

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 2025-2030):

1. Analytical Thinking

5. Motivation and Self-Awareness

2. Resilience, Flexibility and Agility

6. Technological Literacy

3. Leadership and Social Influence

7. Empathy and active Listening

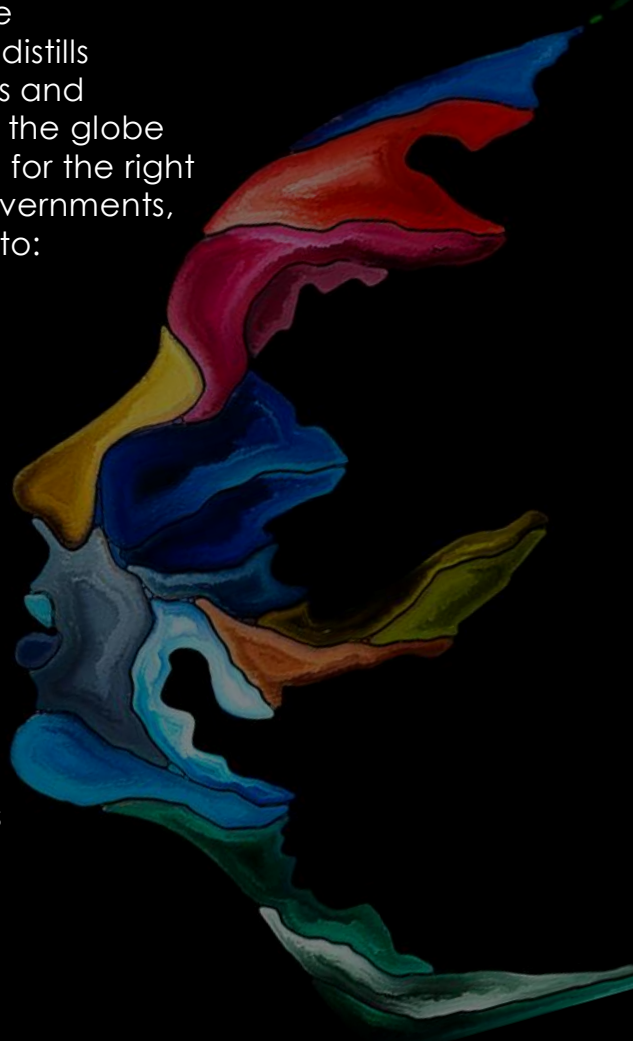
4. Creative Thinking

8. Curiosity and Lifelong Learning

Unlock your creative genius

You will tap into generations of accumulated wisdom from the world's greatest creative minds. The **Leading⁴Breakthrough[®] Innovation Program** distills creative practices from over 300 biographies and contemporary research studies from around the globe to help you to choose the right creative 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



Combine Human and Artificial Intelligence

In just two days,
you will gain world-
leading innovation skills,
combining the best of
human and artificial
intelligence to solve your
most intractable
challenge.

You will emerge with an
innovative,
implementation-ready
pilot for immediate
impact in your
organisation.



NOT A TALK FEST

What will I get out of the public program?

If you are a leader seeking spectacular change, rather than incremental improvements, then this program is for you.

The **LEADING⁴BREAKTHROUGH® Strategic Innovation Program** has delivered transformative breakthroughs in spaces like health and aged care, industrial engineering, financial services and even space itself.

You will:

- ✓ Acquire re-usable world-class creative problem-solving skills that can be deployed, whenever and wherever fresh thinking is needed.
- ✓ Create an innovative pilot, ready for implementation and impact.
- ✓ Develop a formidable network of like-minded senior innovators to challenge and extend your thinking.

[REGISTER HERE](#)

Leading⁴Breakthrough[®]

Strategic Innovation Program

Eight world-leading
innovation practices
triangulated from three
research sources...



Transcendence

Embedding change with new practices, skills and processes.

Experimentation

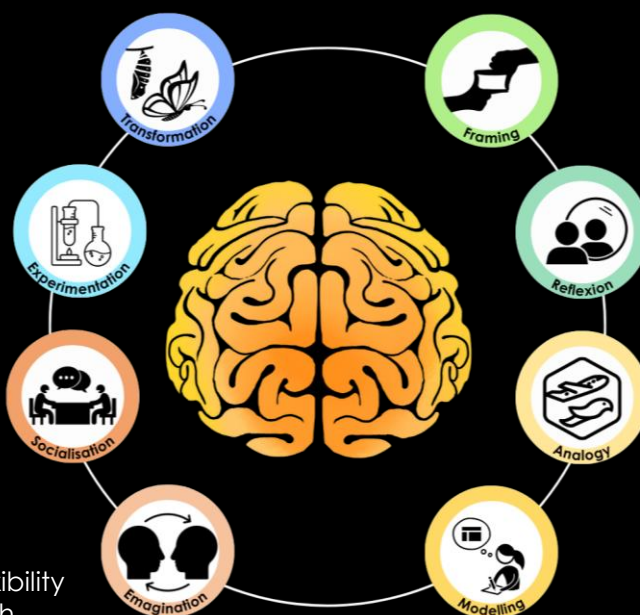
Managing experimental risk with minimum viable pilots.

Socialisation

Using neuroscientifically sound narratives for influence.

Emagination

Enhancing cognitive flexibility and idea generation with empathy.



Framing

Thinking in systems and from first principles to frame a compelling challenge

Reflexion

Strengths-led discovery, introspection and metacognition for insight.

Analogy

Mining metaphors, analogies and alternative industries for fresh perspectives.

Modelling

'Building to think' with both physical and mental models.

Delivery Options

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

OPTIONS	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8
2 x Full Days Consecutive Face to Face	8 Strategic Innovation Capabilities	Graduation and Coaching (optional)						
2 x Full Days Spaced Face to Face	4 Strategic Innovation Capabilities		4 Strategic Innovation Capabilities		Graduation and Coaching (optional)			
4 x Half-Days Spaced Face to Face	2 Strategic Innovation Capabilities	2 Strategic Innovation Capabilities	2 Strategic Innovation Capabilities	2 Strategic Innovation Capabilities	Graduation and Coaching (optional)			
Weekly Virtual Sessions	1 x Strategic Innovation Capability per 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 the new ways of working.



***“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

Program Facilitation Lead

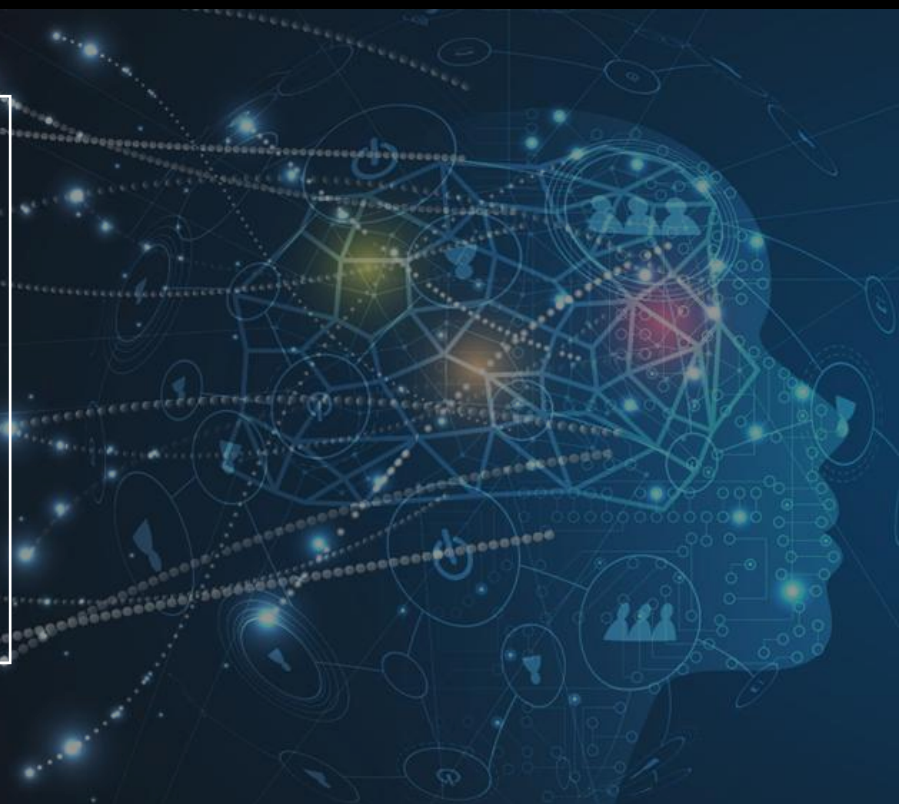


Paul Hawkins |
Chief Combobulator

Paul founded Crazy Might Work in Antarctica in 2015, on a mission to bring leadership lessons from frontiers like space to the workplace. Today Crazy Might Work is the leading provider of the Four-Dimensional Leadership program used by NASA, receiving recognition for this in the AUS Space Industry Awards 2025. Under Paul's leadership, Crazy Might Work has also become the strategic innovation partner of various professional peak bodies, including Ageing Australia. Paul has worked in over 20 countries, on everything from mergers and acquisitions to global shared services and he chairs the Board of a Community Services not-for-profit. He is a sought-after speaker on the topics of leadership, innovation and creativity and how these come together effectively in organisations. Paul's PhD in breakthrough innovation examines the practices of over 300 serially creative individuals, in conjunction with the research on artificial intelligence, combining these for exponentially greater effectiveness.

***“Leave your
assumptions at the
door and enter a
brave new world of
disruption and
innovation!”***

– CHRO, Japanese
Listed Corporation



About Us



Bringing leadership learnings from frontiers like space to the workplace



| Mission

Crazy Might Work is the first leadership and innovation academy to be launched in Antarctica. Our mission is to equip and inspire leaders and organisations to innovate, collaborate and make a difference.



| 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 leadership and innovation, drawing on proprietary research and hundreds of biographies exploring the most creative 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.



| Contact Us

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