



INNOVATION GENIUS

YOUR CREATIVE PROBLEM-SOLVING SKILLS
ARE ABOUT TO BECOME A LITTLE UNNATURAL
WITH A HUMAN-AI PLAYBOOK THAT ALLOWS YOU TO
OPTIMISE HUMAN INTELLIGENCE THROUGH AUGMENTATION

CHOOSE YOUR OWN ADVENTURE

AVOID BECOMING A ONE-TRICK PONY
BY DEVELOPING FLUENCY IN 8 PRACTICES
AND RESET YOUR CREATIVE PROBLEM-SOLVING CAPABILITY

LEADING⁴BREAKTHROUGH[®]

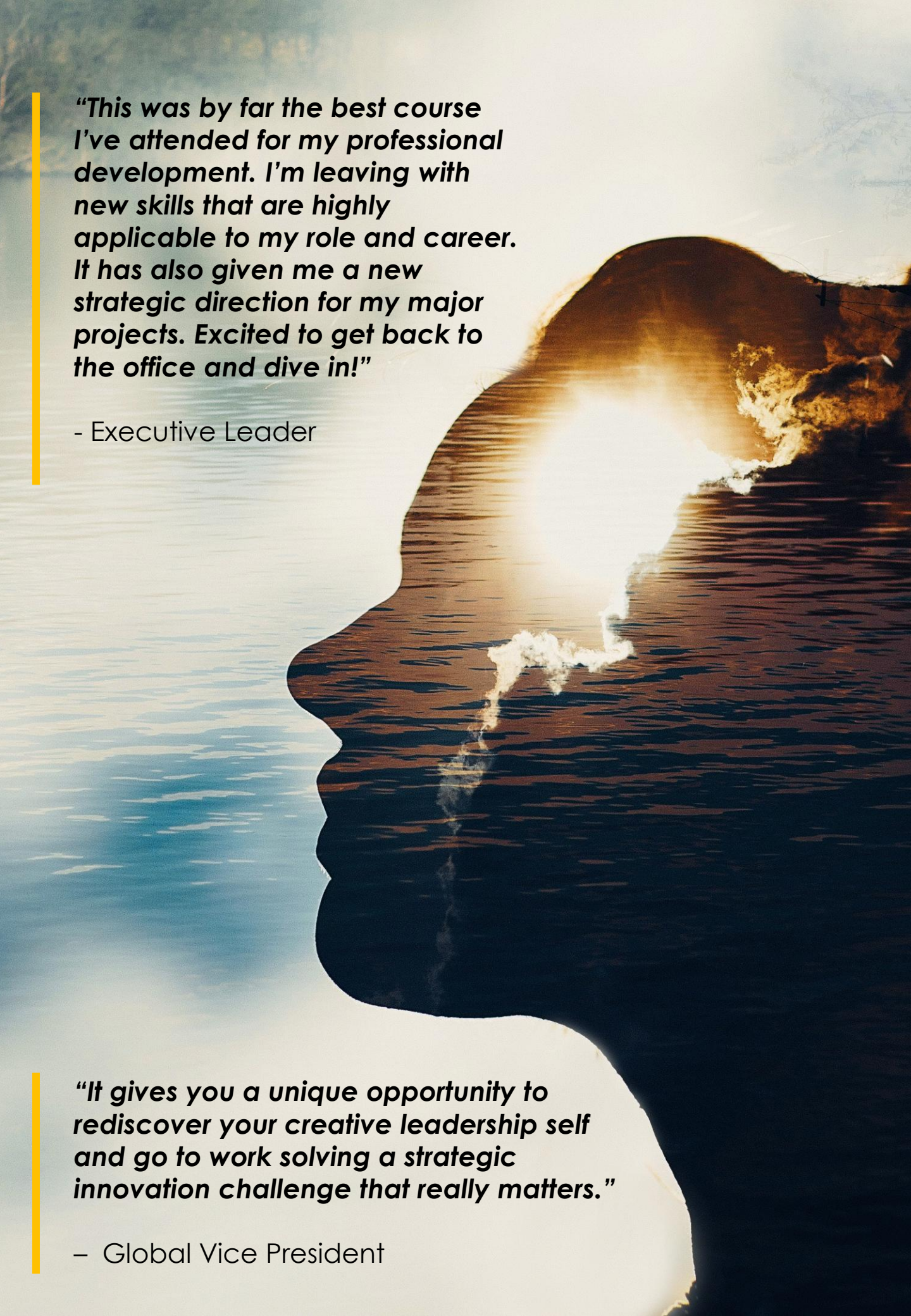
PSYCHO-CYBER CO-CREATION FOR NEXT GEN LEADERS

SOLVE YOUR BIGGEST CHALLENGE

IN AN INTERACTIVE APPLIED FORMAT THAT ENABLES YOU TO
CREATE FUTURE REVENUE STREAMS AND CATEGORIES,
DIFFERENTIATED EMPLOYEE AND CUSTOMER
VALUE PROPOSITIONS

IMPACT

MOVE THE DIAL ON SOMETHING IMPORTANT
AND RETURN 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

"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 organisations. According to the World Economic Forum, these are the Top Ten Skills most sought-after now, and into 2030:

| | |
|--|------------------------------------|
| 1. AI and big data | 6. Curiosity and lifelong learning |
| 2. Networks and cybersecurity | 7. Leadership and social influence |
| 3. Technological literacy | 8. Talent management |
| 4. Creative Thinking | 9. Analytical thinking |
| 5. Resilience, flexibility and agility | 10. Environmental stewardship |

Unlock your creative genius

You will tap into each of these, whilst rediscovering what human intelligence is and how to augment it with AI. **Leading⁴Breakthrough[®]** distills the latest research on human-AI collaboration into a practical approach that is being used by leaders in governments, Fortune 500 corporations and Not-for-Profits to:

- Redesign work and employee value propositions
- Become the best government in the world
- Recruit, engage, and retain staff
- Develop future revenue streams
- Transform culture
- Become sustainable
- Re-imagine intensive care
- Re-think policy and law enforcement
- Make mental health healthy once again
- Innovate and adapt to compliance changes



Psycho-Cyber Co-Creation

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 a
formidable new way of
thinking and skill set, as
well as an innovative,
implementation-ready
pilot for immediate
impact.



NOT A TALK FEST

What else will I get out of this?

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.
- ✓ Learn mental models that create the scaffolding for next level psycho-cyber co-creation and augmented ways of working.
- ✓ Create an innovative pilot solution, which may or may not include program code, depending on the problem you are solving, and your own appetite for accelerated learning.

[GET MORE DETAILS HERE](#)

Leading4Breakthrough®

Strategic Innovation Program

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



Transcendence

Embedding change with new mindsets, practices, and skills.

Experimentation

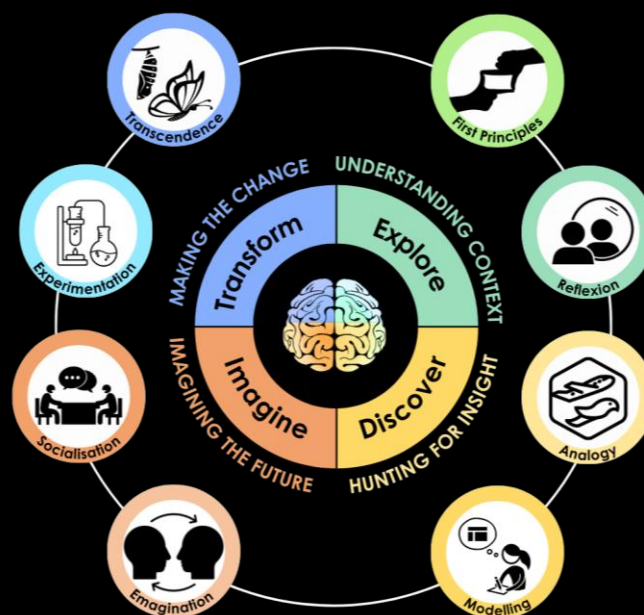
Managing experimental risk with minimum viable pilots.

Socialisation

Using neuroscientifically sound narratives for influence.

Emagination

Enhancing cognitive flexibility and idea generation with empathy.



First Principles

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.

Full Program 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 typically work in small teams of 4-6, on a corporate imperative that is meaningful for the organisation.
- If an individualized approach is preferred, participants can achieve accreditation by delivering innovative impact on a selected challenge area.
- Monthly coaching sessions are offered to support embedding.



***“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



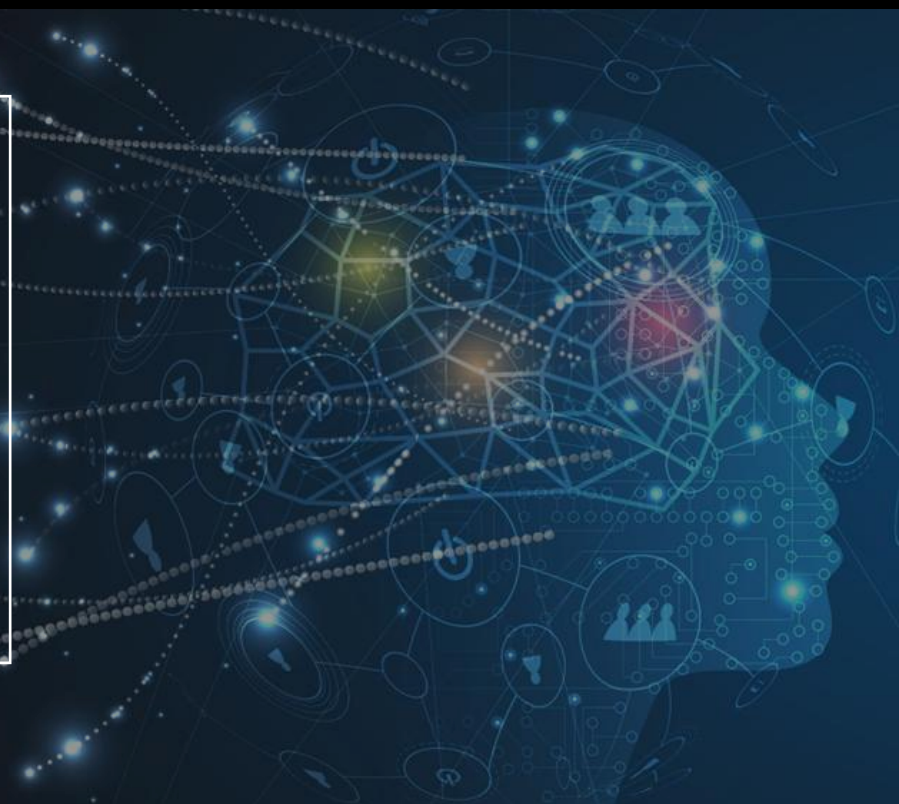
Paul Hawkins |
Chief Combobulator

PAUL founded Crazy Might Work in Antarctica in 2015, on a mission to bring leadership lessons from frontiers like space to the workplace. Prior to that, he worked in over 20 countries, on everything from mergers and acquisitions to global shared services and product innovation. Today, Crazy Might Work is the leading provider of the Four-Dimensional Leadership program used by NASA, receiving recognition for this in the Australian Space Industry Awards 2025. Crazy Might Work is the strategic innovation partner of peak bodies like Ageing Australia, as well as governments, agencies and multinationals around the world.

Outside of Crazy Might Work, Paul chairs the Board of a Community Services not-for-profit and is a sought-after speaker on the topics of leadership and creativity, where his PhD explores psycho-cyber co-creation at the intersection of human and artificial intelligence.

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

**– CHRO, Japanese
Listed Corporation**



About Us



| Mission

Bringing leadership and innovation learnings from frontiers like space to the workplace

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 and current space program research.

Our unique approach enables leaders to lead creatively, and problem solve under pressure. We seek to understand the true nature of human intelligence so that it can be augmented effectively with AI.



| 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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