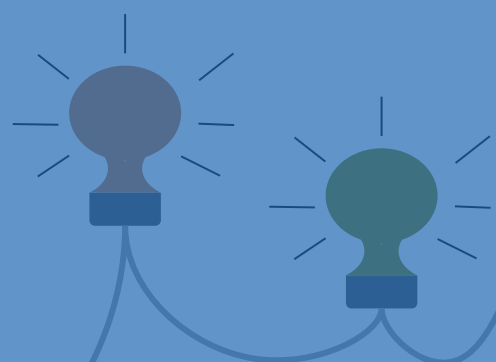
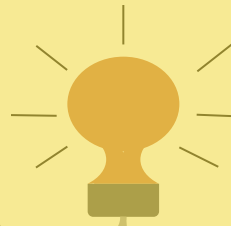




HACKING CREATIVITY

*A unique leadership program to
transform your organizational culture*





Business Opportunity

Business ROI/LOI*

*(*LOI = Loss due to lack of investment)*

Employee Engagement

Emotional Intelligence & Mental Health

Program Highlights

Creativity: A Business Asset

“Think Different”

In 1997, Apple captured the essence of what it means to be creative with their groundbreaking ad campaign that paid homage to some of the world’s most famous innovators. Based on intuitive understanding at the time, the campaign underscored what differentiates genius from others.

Advances in neuroscience since 2010 show that creative people **do** indeed think differently. They engage more parts of the brain during problem solving and do so in a more fluid way. They place higher demands on their working memory. And they see things from many perspectives.

Psychologists define creativity as the ability to come up with *original* and *useful* ideas. **Creativity is neither easy nor “soft” - it is the highest order cognitive skill.**

77%

of CEOs struggle to find the creativity and innovation skills they need.

-PwC’s [CEO Survey](#)

A [research](#) study in the *RAND Journal of Economics* investigated the relationship between company-wide innovation culture and profitability.

3x

Profit margins of innovative companies compared to the average over an 8 year period.

Rise of human skills

By mid-2030s, one in three jobs will be lost to [automation](#). The new economy will create many more jobs but they will rely on uniquely human skills. PwC’s [report](#) notes:

“Those workers performing tasks which automation can’t yet crack, become more pivotal – and this means creativity, innovation, imagination, and design skills will be prioritised by employers.”

Companies that not just hire but also grow creative talent are more likely to be successful. **Creativity is the new competitive advantage.**

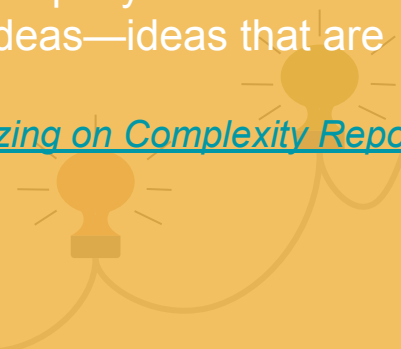
A [meta-analysis](#) of creativity programs showed that creativity trainings are effective.

Our own results show 2-3x increase in creative ideas.

Today, creativity itself has been elevated to a leadership style. Traditional approaches to managing organizations need fresh ideas—ideas that are intended to disrupt the status quo.

-IBM’s [Capitalizing on Complexity Report](#)

“



Employee Engagement

The Virtuous Cycle

Creativity enhances employee satisfaction and engagement; and engaged employees come up with more innovative ideas.

When employees perceive that their ideas are valued, they find work more meaningful and go the extra mile to ensure success.

A [survey](#) commissioned by UK government found that **92%** of managers who perceived their organizational management style as innovative, felt proud to work there.

Our organizational 360° work has resulted in transforming culture to become healthier, collaborative and more enjoyable.

Giving employees creative freedom can bootstrap the virtuous cycle between creativity and engagement.

“

Employee engagement is the sine qua non of innovation.

- Julian Birkinshaw,
London Business School



A [Deloitte study](#) on what makes organizations irresistible to employees found:

30-50%

higher engagement and retention rates in innovation-driven learning organizations.

Gallup [research](#) shows that innovation is driven by the most engaged employees.

59%

of engaged employees strongly agreed that their current job “brings out their most creative ideas.”

“A crisis is a terrible thing to waste”

A recent Microsoft [study](#) shows that **over 40%** of people are planning to leave their employer within the next year. While **over 70%** prefer remote options, many struggle to bring their ideas to the table. Organizations that learn to manage innovation in remote scenarios will be poised for greater success. Stanford economist Paul Romer’s words are truer today than ever.

The “Great Reset” is an opportunity to re-envision a sustainable culture that empowers all employees.

Emotional Intelligence and Mental Health

A Leader's Emotional Intelligence Unlocks Creativity

Emotionally intelligent leaders are keenly aware of how emotion influences cognition. Creativity, by its nature, is riddled with emotion - the anxiety of facing an open-ended problem with the associated risk, excitement of ideation, frustration of obstacles and pride of final achievement. Emotionally intelligent leaders can channel these emotions effectively to create an inspiring climate for their team.

A Yale [study](#) found that not only are employees of emotionally intelligent managers more creative, they are **3x** more likely to say they are happy than stressed!

19%↑

creativity with
higher self control
against criticism

16%↑

creativity with
understanding
others' emotions

14%↑

creativity with
higher empathy

mortality risk
decrease with
one std. dev.
increase in
creativity.

10%



(Purdue Univ [study](#))

Long-term Mental Health Benefits

Regular creative problem solving has many benefits - lower stress and depression, improved coping skills and protection against dementia.

"Individuals high in creativity maintain the integrity of their neural networks even into old age."

>95% of our clients experienced transformational results by getting unstuck and imagining a new future through creativity.

As employees reevaluate their life choices, they are increasingly drawn to **conscious companies** where they can bring their whole selves.

Creativity provides an avenue for resilience and self-actualization.

With high emotionally intelligent supervisors, employees appear to be intrinsically motivated. They are challenged and fulfilled.

- Zorana Ivcevic, Yale Center for Emotional Intelligence

Hacking Creativity Programs

We help your business become more competitive in this new innovation-driven economy. We work at every level - organization, team and individual.

Organizations gain effective, practical tools to build a more innovative and motivating culture.

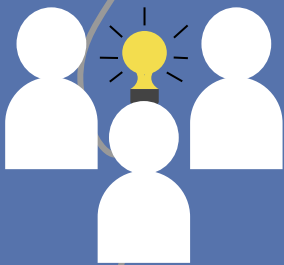
With over 10,000 hours in cognitive creativity, emotional intelligence and executive leadership, we have designed our programs to be insightful and effective. We work closely with you to identify your organizational needs and create customizable programs that are unique for your organization.



Hacking Creativity 101

How do I make my team and myself more creative?

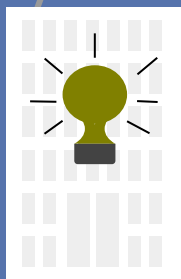
Offered as a 90-minute appetizer or a 10-hour full-course version. We cover the foundations of cognitive creativity, emotional intelligence and teaming for a more creative life for yourself and your team.



Innovate-a-thon

How do I bring people together to innovate in ways that propel our business?

Over a course of a few months, we will work with you to organize intrapreneurship events aligned with business goals and backed by sound creativity and collaboration principles.



Culture Co-creation

What rewards, activities and behaviors are killing creativity in my organization?

In this custom engagement, we work with you to identify creativity bottlenecks in your organization and co-design culture transforming solutions.