




Crazy Might Work

Breakthrough Leadership Masterclass Series

with Crazy Might Work

- 1 The Overview Effect | July Date TBC
- 2 Biomimicry | July Date TBC
- 3 Harnessing the Subconscious | July Date TBC





'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.'

About the Breakthrough Leadership Masterclass Series

Every year, Crazy Might Work introduce new breakthrough thinking to leaders from around the world.

To offer organisations a taste of some of these emerging methods and tools, we have curated the 'best of the best' emerging theories into an intense masterclass series.

Join peers from multiple sectors for a mind-bending tour of breakthrough thinking facilitated by award-winning innovation agency, Crazy Might Work.

Learn to think like an astronaut, organise like an ant and problem-solve like a neuroscientist through:

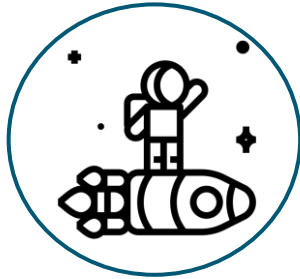
- 1 The Overview Effect
- 2 Biomimicry; and
- 3 Harnessing the Subconscious

Benefits

- ✓ Have the confidence and tools to successfully tackle seemingly impossible systemic challenges
- ✓ Acquire unique innovation and leadership skills, based on the latest research and methods
- ✓ Expand your network with peers from a wide variety of organisations
- ✓ Oh, and have great fun!

Program and Session Times

Enjoy three 2-hour sessions to bring you up to date on breakthrough thinking with practical tools to take away.



1 The Overview Effect

10.00am – 12pm (AEST)

Lessons from the NASA leadership program. Here, we will experience a moment 'in space' and embrace what we can learn from leaders at the very frontiers of human exploration.



2 Biomimicry

10.00am – 12pm (AEST)

Emulating Nature with Biomimicry. Discover the power of nature and the surprising solutions we can find in her 3.8 Billion years of field-tested solutions. With lessons from ants and mushrooms, this session will blow your mind.



3 Harnessing the Subconscious

10.00am – 12pm (AEST)

You will learn how to shift context, resolve red story-lines and establish shared interests to oxygenate socially toxic environments. Drawing on the untapped resources of the subconscious.

'A space where judgments are suspended and replaced with a genuine belief that 'crazy' just might work!'

Commitment

- 3 x 2-hr online sessions
- AUD **\$330** per participant per session OR
- AUD **\$895** per participant for 3 sessions

Who should attend?

- Strategy and innovation professionals
- Mad Scientists, Inventors and Innovators
- Leaders and HR professionals looking to build next generation capability in their leadership teams
- Anyone with a curious mind that wants to experience breakthrough thinking

Secure your spot

Registration to open soon

Contact

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Your Facilitators

Paul Hawkins

Paul is the Chief Combobulator at award-winning innovation firm, Crazy Might Work, which he launched on a Russian icebreaker in Antarctica. He consults to governments and multi-nationals on all things innovation and works with leaders to solve complex social and strategic challenges.

Paul facilitates Crazy Might Work's proprietary Leading⁴Breakthrough[®] program which draws on lessons from NASA and disciplines as diverse as cognitive neuroscience, anthropology, aeronautical engineering and biomimicry to precipitate breakthrough thinking.

Melanie Farmer

Melanie has worked in senior innovation and commercialisation roles around the world serving the discovery needs of partners across a wide range of disciplines, ranging from agriculture to space.

She has earned recognition for innovation in cultural turnaround, customer service, sales and operations and has mentored leaders on these topics. When it comes to facilitation, Melanie's specialism is biomimicry (emulating nature's genius).



| Company Profile

Crazy Might Work is an award-winning agency launched in Antarctica with a mission to innovate for impact.

We have worked with clients and partners on a wide variety of leadership challenges, in spaces ranging from intensive care to space itself.



| Specialities

- **Breakthrough Thinking** | Next level leadership thinking & ingenuity
- **Breakthrough Leadership** | The adaptive leadership skills of the future
- **Breakthrough Collaboration** | Working together for systemic change
- **Breakthrough Tools** | Unique tools for rapid learning & engagement



| 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, which draws on over 100 years of research and insights into the strategies of some of the brightest human minds, including Nobel Prize Winners across multiple disciplines. Methodologies which we selectively deploy include: Appreciative Inquiry, Biomimicry, Systems & Design Thinking, Cognitive & Social Neuroscience, Aeronautical Engineering, Strategic Storytelling and Game Design.



| Clients

Our clients include Governments, Fortune 500 Corporations, Universities and Not-for-Profits, sometimes working together on something big!

2015

Launched Crazy Might Work on a Russian icebreaker in Antarctica

Registered **Disruptive^{by}Design[®]**

2018

Finalist in MyBusiness Awards *Innovator of the Year*

Finalist NSW Business Chamber

2019

Moved to new Pyrmont premises

Winner *Talent Makes Future*

Finalist in MyBusiness Awards *Innovator of the Year*

2020

ARMS *Impact Award for Research*

Client Impact Stories e.g. NSW Health contact-tracing

Leading⁴Breakthrough[®] launched

2021

World Forum Disrupt 5-year anniversary

Feisty Fish[®] Think Tank goes international (In 9 countries and 6 languages)



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