



# 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

# LEADING<sup>4</sup>BREAKTHROUGH<sup>®</sup>

## Your 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

**A leader's  
playbook for  
spectacular  
innovation**



# Leading<sup>4</sup>Breakthrough<sup>®</sup>

# Innovation Playbook

## 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 **Leading<sup>4</sup>Breakthrough<sup>®</sup> 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 government and Fortune 500 corporations 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

## What Will You Get Out of this Program?

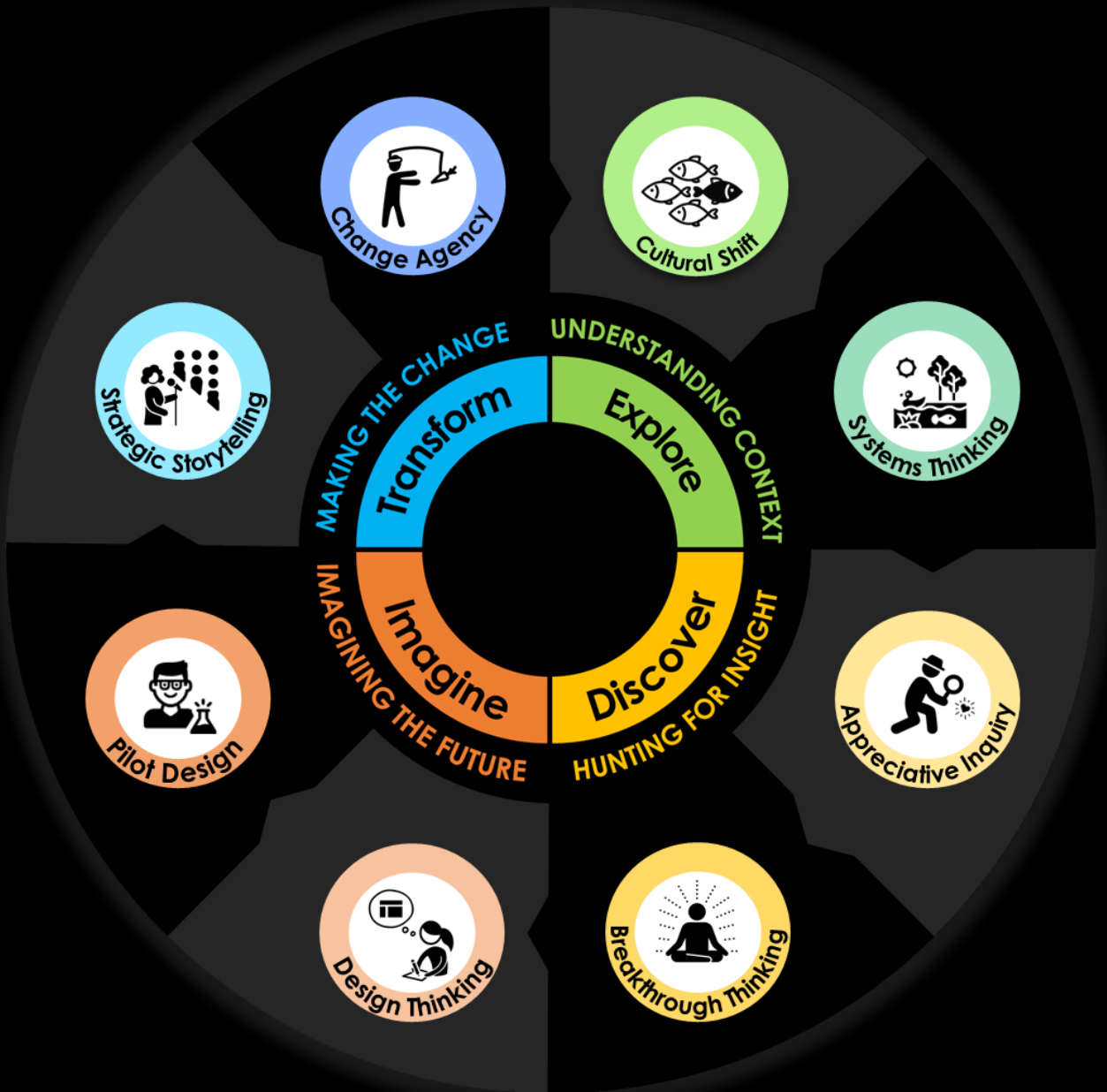
If you are a leader seeking spectacular change, rather than incremental business improvement, then this program is for you.

The **LEADING<sup>4</sup>BREAKTHROUGH<sup>®</sup> Innovation Playbook** has delivered transformative breakthroughs in spaces like health care, industrial engineering, financial services and even space itself.



# Leading<sup>4</sup>Breakthrough<sup>®</sup>

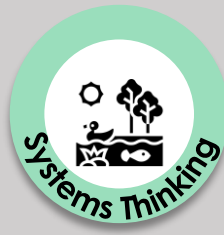
## Innovation Playbook



***"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, Aeronautical Division, NASA partner



- You will establish boundaries and team standards for high performance
- Create social contracts with the role clarity that enables innovation to thrive



- You develop a shared understanding of the broader systems context and opportunities
- Identify and select the most transformational systemic levers for effective change



- You establish an inventory of strengths and identify bright spots of peak performance
- Go hunting for insight in the right places and with the prospecting skills needed to strike gold



- You will apply the neuroscience of collective habit formation to change behaviour at scale
- Become adept at leading and embedding change that is transformational beyond the usual



## LEADING<sup>4</sup>BREAKTHROUGH<sup>®</sup> Innovation Playbook

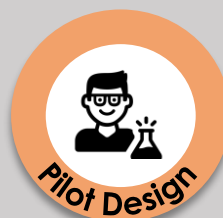
**8 strategies.**  
**Flexible delivery.**  
**Intensive or spaced.**



- You get to experiment with multiple techniques for insight induction using alpha brainwave states
- Combine the wisdom of serial innovators with the neuroscience of insight for breakthrough innovation



- You will combine the history, art and neuroscience of influence for compelling narratives
- Use the magic of character-driven stories to captivate and persuade your audience



- You will mitigate investment and rollout risk with small scale experiments
- Design devilishly clever pilots, using the ultimate the Pilot Design Canvas to cover all the bases



- You will develop a repertoire of ideation and prototyping tools for every occasion
- Acquire the knowledge of when to apply each approach, based on the type strategic imperative

# DELIVERY OPTIONS

Delivery can be tailored with a combination of online, in person or blended experiences:

Delivery Options		8 Strategic Innovation Essentials for Leaders		
Online		Online, weekly, 2-hour sessions, over 8 consecutive weeks		
Blended	Strategic Innovation Modules 1, 2 & 3 (In Person)		Strategic Innovation Modules 4, 5 & 6 (Online)	Strategic Innovation Modules 7 & 8 (In Person)
Face-to-Face		Strategic Innovation Modules 1 to 8 (In Person, spaced to suit, over 3 days)		

Notes:

- Leaders work in small teams of 4-6 who 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

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**Paul Hawkins** |  
**Chief  
Combobulator**

Paul is the Chief Combobulator at Crazy Might Work, an award-winning, for-purpose innovation agency - and the first to be launched in Antarctica. Prior to founding Crazy Might Work, Paul worked for multi-nationals in over 20 countries, on programs ranging from mergers and acquisitions to global shared services. In 2005, he left the corporate world to start a cross-border mergers and acquisitions advisory firm, and, in 2015, took the plunge again, founding Crazy Might Work to provide leadership development and breakthrough thinking capabilities to multi-nationals, governments, agencies, and not-for-profits. He is certified in neuroscience, innovation, Lego® Serious Play® and appreciative inquiry through the Neuro-Leadership Institute, Stanford and Case Western Universities, respectively. He facilitates the 4-D program used by NASA and chairs the board of a community services not-for-profit, as well as events like World Forum Disrupt and the Humans in Space Summit. Paul is currently completing a doctorate in breakthrough innovation, whilst at the same time preparing for a charity boxing event, which he says makes him the only person on the planet who is actively becoming cleverer and stupider at the same time.



**Melanie Farmer** |  
**Concierge of  
Co-Creation**

Melanie has a Masters degree in Innovation and Marketing and is currently completing a Masters degree in Biomimicry. Previously, she launched a successful digital startup in the UK, creating impetus for her next move into the innovation consulting arm at the University of Sussex Innovation Centre in the UK. There, she co-designed hundreds of business models, ranging from the electric car charging posts to game design. In that capacity, she contributed to winning awards such as 'UK Business Incubator of the Year' and the 'Queen's Award for Enterprise'. She was asked to deliver innovation keynotes to the European Union and to judge the prestigious Eureka Prize. More recently, in the Australian university sector, she has negotiated and managed multi-million-dollar cross-sector research projects, launched investor networks and turned cultures around (winning an international award for impact in this arena). She now co-facilitates the NASA 4-D program for high-performing teams and is the first Australian businesswoman to qualify in the practice of biomimicry. She lives with her husband and dog, Holly, at the foot of the Blue Mountains in Sydney and plays piano, guitar and kayaks on the Nepean River for a change of pace.

# ABOUT US

Crazy Might Work is an award-winning innovation agency and the first to be launched in Antarctica.



## | Our Mission

Our vision is a world led by caring, courageous and capable leaders.

Our mission is to liberate creativity in the service of humanity, working with leaders and high-performing teams to create the culture, capability and capacity for innovation.



## | 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 breakthrough strategies of some of the brightest human minds.

Our unique methods draw from Aerospace, Appreciative Inquiry, Biomimicry, Systems & Design Thinking, Cognitive & Social Neuroscience, Strategic Storytelling and Game Design.

[Crazy Might Work Highlights Reel | 1min 49sec](#)



## | Unique Programs

### **NASA 4-D |**

Four-dimensional leadership

### **Leading<sup>4</sup>Breakthrough® |**

Innovation Leaders' Playbook

### **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, multinationals, universities and not-for-profits.

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