



INNOVATION GENIUS

YOUR CREATIVE PROBLEM-SOLVING SKILLS
ARE ABOUT TO BECOME A LITTLE UNNATURAL
WITH A PSYCHO-CYBER PLAYBOOK THAT ALLOWS YOU TO
OPTIMISE HUMAN AND ARTIFICIAL INTELLIGENCE IN COMBINATION

CHOOSE YOUR OWN ADVENTURE

DEVELOPING FLUENCY IN 8 MENTAL MODELS
THAT CREATE THE SCAFFOLDING FOR BREAKTHROUGH

LEADING⁴BREAKTHROUGH®

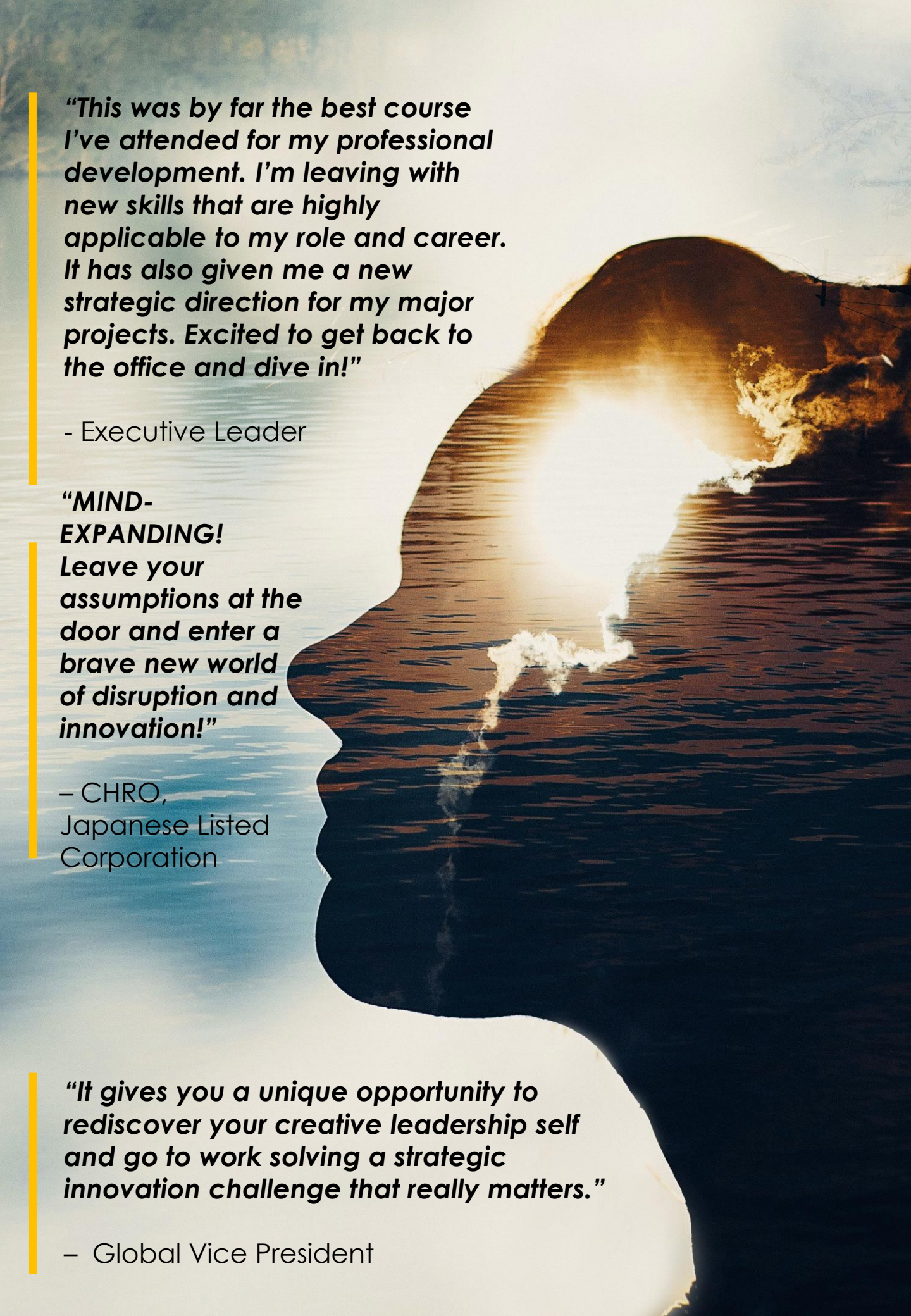
YOUR PATHWAY TO ISO 56001 ACCREDITATION
THE NEW GLOBAL STANDARD FOR INNOVATION

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 PILOT-READY SOLUTION
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

***"MIND-
EXPANDING!"***

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

- CHRO,
Japanese Listed
Corporation

"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

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
new set of mental
models, and a psycho-
cyber skill set that puts
every problem on notice.

NOT A TALK FEST

What else will I get out of this?

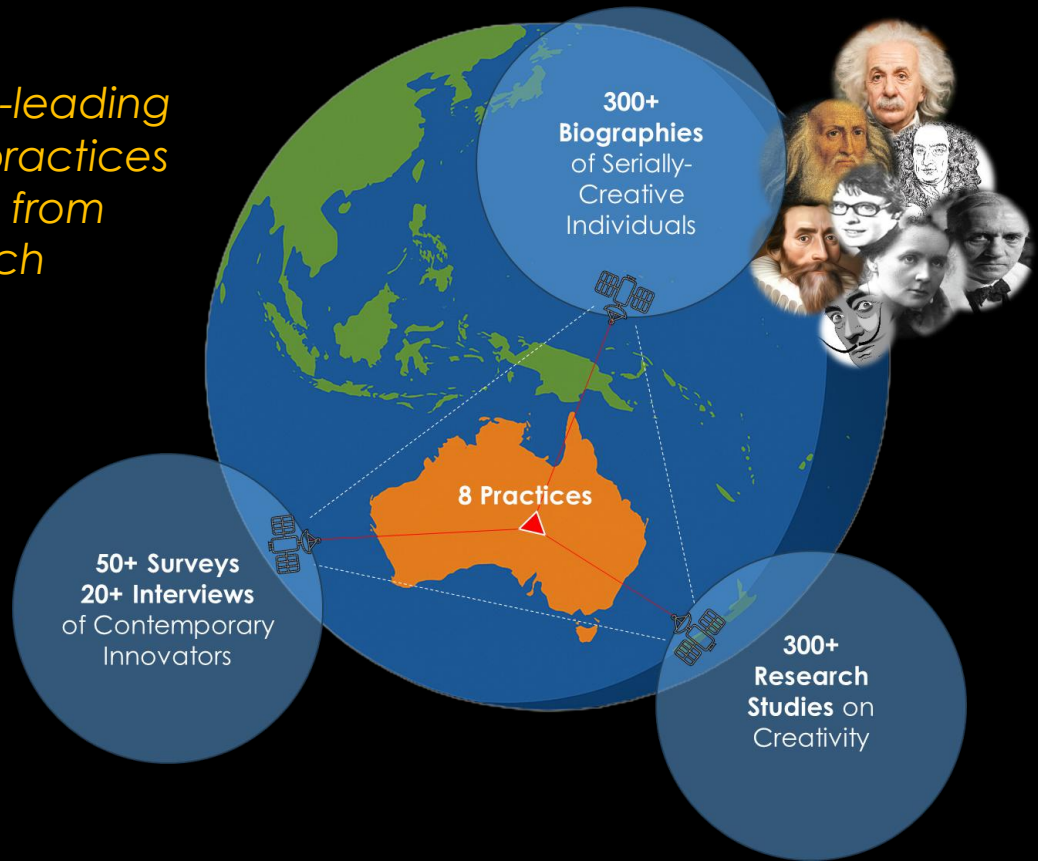
The **LEADING4BREAKTHROUGH®** strategic innovation program has delivered transformative breakthroughs in spaces like health and aged care, industrial engineering, financial services and even space itself. Trusted by governments and corporations around the world this program delivers immediate tangible benefits.

You will:

- ✓ Emerge with a pilot-ready innovation that resolves a real-world challenge for the organisation;
- ✓ Be ready for accreditation in the new global standard for innovation, ISO 56001;
- ✓ Acquire re-usable world-class creative problem-solving skills that can be deployed whenever and wherever fresh thinking is needed; and
- ✓ Learn new AI-augmented ways of working, ranging from advanced prompt engineering to vibe coding.

Leading⁴Breakthrough[®] Strategic Innovation Program

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



Transcendence

Extending human capability with artificial intelligence.

Experimentation

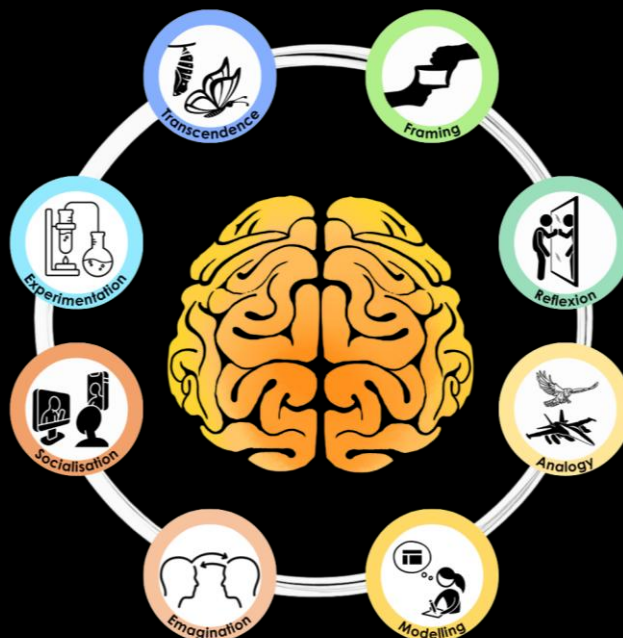
Managing experimental risk with minimum viable pilots.

Socialisation

Using neuroscientifically sound narratives for influence.

Emagination

Enhancing cognitive flexibility and idea generation with empathy.



Framing

Reasoning from first principles to frame a compelling challenge.

Reflexion

Strengths-led discovery and alpha-band metacognition for breakthrough insights.

Analogy

Mining analogies in nature and adjacent industries for transferrable learnings.

Modelling

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

In-House 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.							

- Leaders typically work in small teams of 4-6, on an imperative that is meaningful for the organisation.
- 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



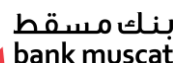
Program Lead



Paul Hawkins | Chief Combobulator

After working in over 20 countries in everything from mergers and acquisitions to global shared services and product innovation, Paul founded Crazy Might Work in Antarctica in 2015. The firm's mission is to unlock human genius. It works with organisations to achieve breakthroughs and create new value where conventional approaches have reached their limits. It is the leading provider of the Four-Dimensional Leadership program used by NASA, winning the 2025 Australian Space Industry Awards. Today, Crazy Might Work is a strategic innovation partner to peak bodies like Ageing Australia. Paul presents regularly to the Space Generation Advisory Council of the United Nations and chairs the board of a Community Services not-for-profit, the APAC Chief Strategy Officers' Summit and the Strategy Circle. He is a sought-after speaker on leadership and innovation, with a pending doctorate in breakthrough innovation.

Clients and Partners



Our Mission

Crazy Might Work exists to unlock human genius. We help organisations achieve breakthroughs and create new value where conventional approaches have reached their limits. We combine NASA's 4-D Human Performance System, research-backed creative problem-solving methods and artificial intelligence to amplify human ingenuity.

Unique Offerings

NASA 4-D

NASA's Human Performance System

Interactive Keynotes and Space Simulations

Immersive Experiences for Audience Activation

Leading⁴Breakthrough[®] Innovation Accelerator

Strategic Innovation Accelerator to Create New Value Streams

The Method in Our Madness

Our leadership programs, innovation accelerators, facilitated workshops, keynotes and interactive conference experiences are tailored to your strategic priorities. Practical and immersive, our approach engages participants in real organisational challenges while building lasting capabilities that can be deployed again and again.

Clients

Our clients and partners include some of the world's most innovative and progressive organisations: the United Nations, governments, space agencies, universities, multinationals and not-for-profits.

Start a Conversation

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