

Crazy Might Work

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

LEADING^{4}BREAKTHROUGH®

ALIGNED WITH ISO 56001

THE NEW GLOBAL STANDARD FOR INNOVATION

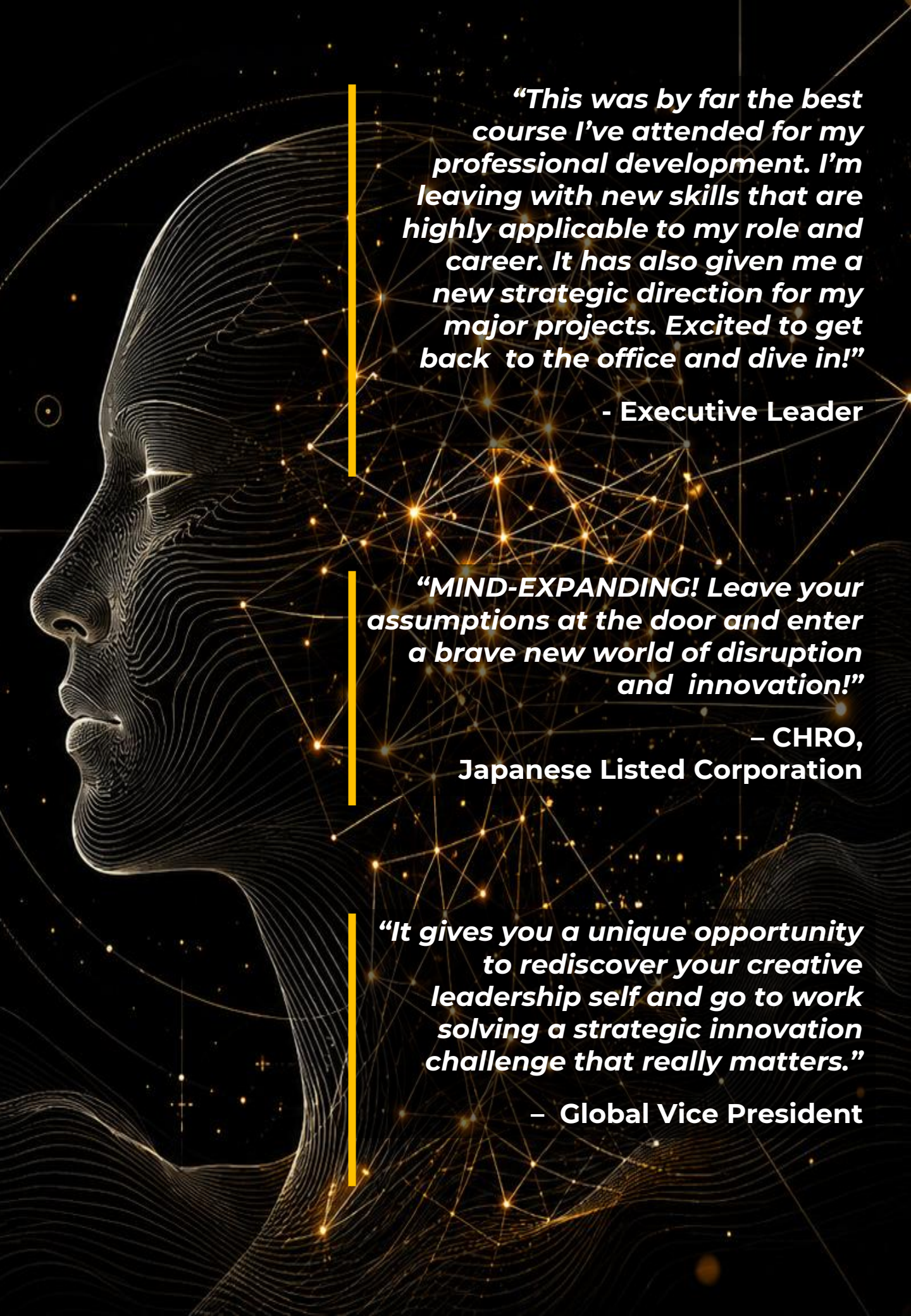
SOLVE YOUR BIGGEST CHALLENGE

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

www.crazymightwork.com



“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 means rethinking how your organisation creates value to achieve its ambitions. It challenges assumptions about what you offer, whom you serve and how you work, turning fresh insights into new opportunities for growth, differentiation and lasting impact.



Why it Matters

Most people stay stuck because, when presented with a problem, they move immediately to finding a solution, instead of mining the problem for false assumptions and deep insights. Crazy Might Work demonstrates that all problems are idea problems that can be unlocked by harnessing your inner genius.

Unlock Your Creative Genius

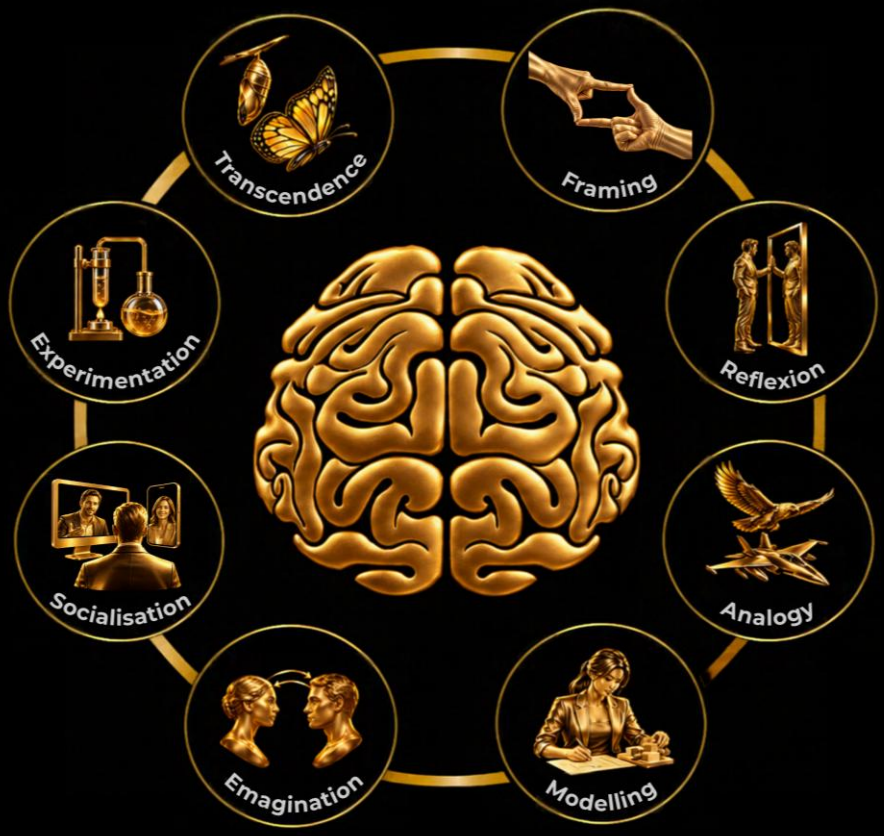
You will develop eight strategic innovation capabilities, whilst rediscovering what human intelligence is and how to augment it with AI. **Leading⁴Breakthrough®** distils the latest research on human-AI collaboration into a practical approach that has been used by governments and Fortune 500 corporations to:

- Redesign work and employee value propositions.
- Recruit, engage, and retain essential workers.
- Develop future revenue streams.
- Transform culture.
- Become sustainable.
- Innovate in policy and law enforcement.
- Rethink mental health services and support.
- Innovate and adapt to compliance changes.
- Reimagine public services and improve citizen outcomes.

Leading⁴Breakthrough®
Strategic Innovation Program

The Program

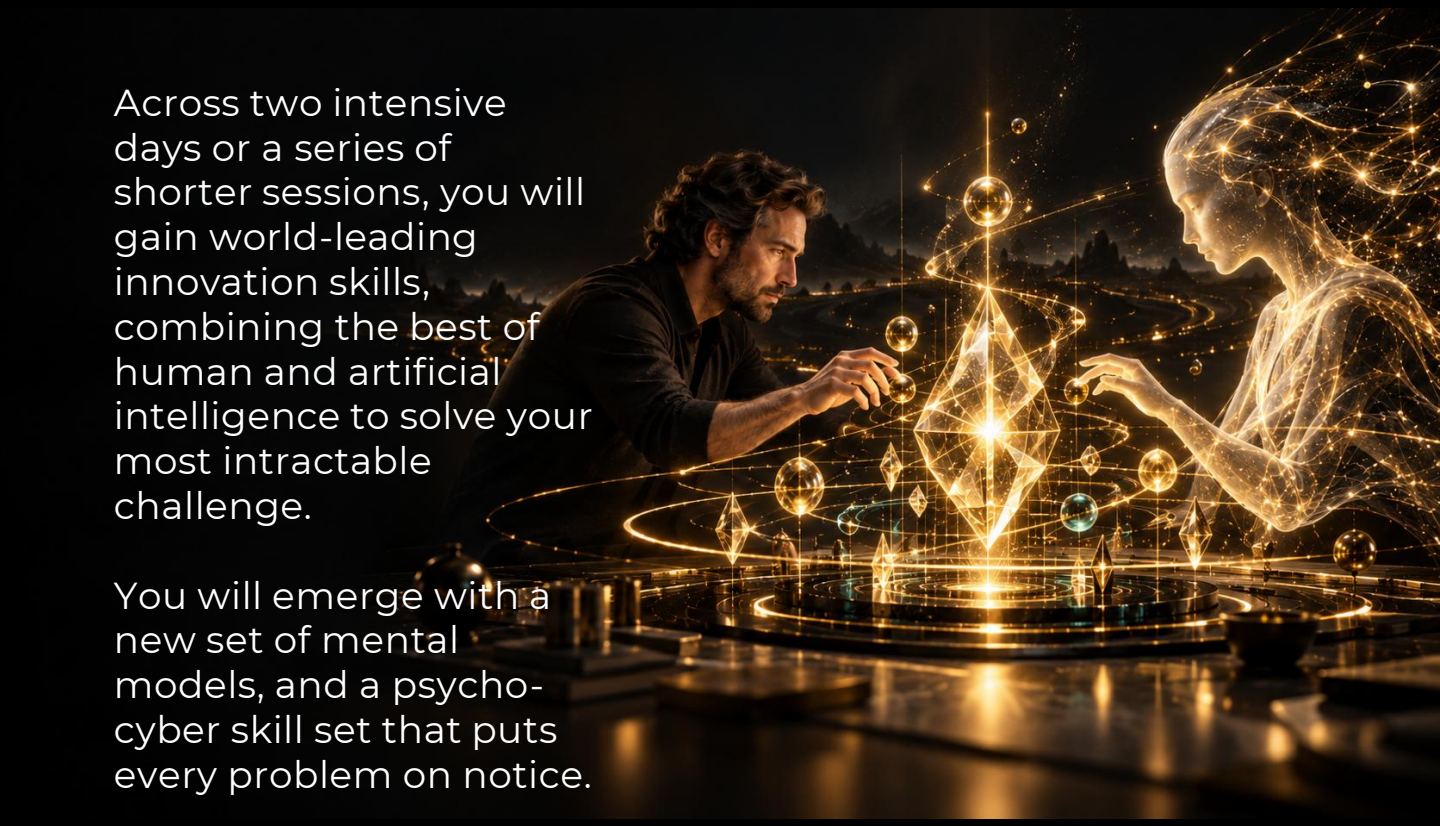
Research-informed creative problem-solving combines human insight and judgement with AI-assisted research, exploration and synthesis to create a compelling strategy.



Learning Outcomes

Framing:
Question assumptions and reconstruct the problem space.
Reflexion:
Step back from habitual thinking and reduce fixation.
Analogy:
Identify relevant patterns elsewhere and adapt them.
Modelling:
Build or model the problem space to explore possibilities.
Emagination:
Explore stakeholder perspectives to deepen understanding.
Socialisation:
Build shared understanding through collaborative sensemaking.
Experimentation:
Design pilots with clear measures and decision points.
Transcendence:
Embed behavioural change through systems and repetition.

Psycho-Cyber Co-Creation



Across two intensive days or a series of shorter sessions, 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.

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.

Takeaways

- ✓ Learn what creative geniuses have been doing for centuries to generate their breakthrough moments;
- ✓ Spend some time in your own head, generating breakthrough insights;
- ✓ Practice a technique for breakthrough that can be used to solve almost any problem; and
- ✓ Leave with a pilot-ready innovation that resolves a real-world challenge for your organisation.

PROVEN IMPACT

BANK MUSCAT, OMAN

A portfolio worth hundreds of millions of dollars in new-to-market product and service innovations.

NSW HEALTH, AUSTRALIA

Breakthrough solutions for attracting and keeping essential workers in remote locations.

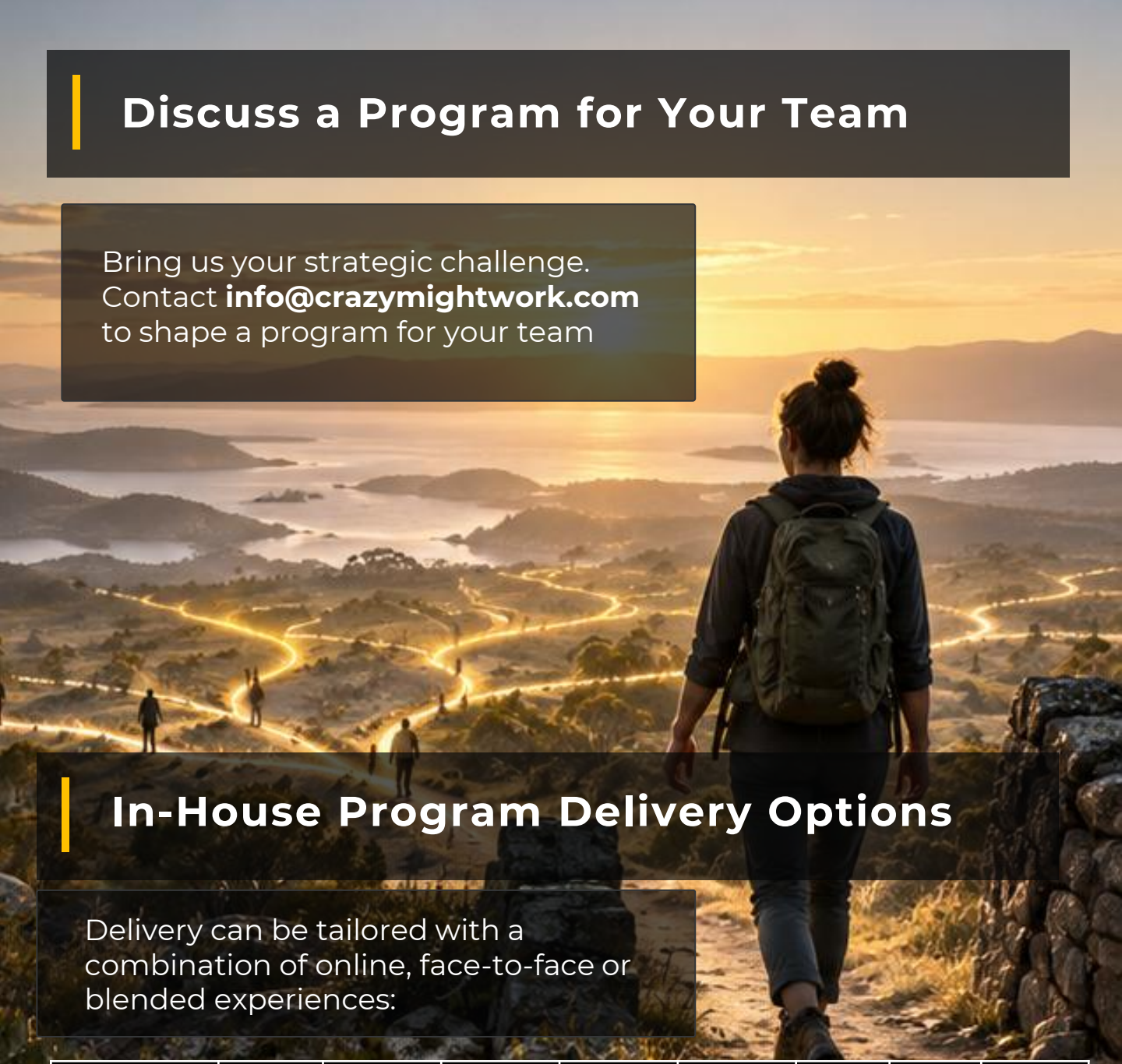


"Fast paced, challenging and thought provoking with some ancient, and overlooked, wisdoms emerging as perennial truths and overlaid with fresh thinking and new techniques to create out of the box ideas"

- CEO,
Global Financial Services Group

Discuss a Program for Your Team

Bring us your strategic challenge.
Contact **info@crazymightwork.com**
to shape a program for your team



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 Consecutive Full Days Face to Face	**8 Strategic Innovation Capabilities**	**Coaching (optional)**						
2 Spaced Full Days Face to Face	**4 Strategic Innovation Capabilities**		**4 Strategic Innovation Capabilities**		**Coaching (optional)**			
4 Spaced Half-Days Face to Face	**2 Strategic Innovation Capabilities**	**2 Strategic Innovation Capabilities**	**2 Strategic Innovation Capabilities**	**2 Strategic Innovation Capabilities**	**Coaching (optional)**			
Weekly Virtual Sessions	**1 x Strategic Innovation Capability per week. Two-hour online sessions delivered over eight weeks.**							

Program Lead



Paul Hawkins |
Chief Combobulator

Having worked in over 20 countries in executive roles ranging from mergers and acquisitions to product innovation, Paul left safe harbour to launch Crazy Might Work in Antarctica in 2015. The firm's mission is to unlock human genius and it works with organisations to create new value and achieve breakthroughs where conventional approaches have reached their limits. Paul leads the 4-D Human Performance System Program used by NASA, winning the Workforce Initiative of the Year at the 2025 Australian Space Awards.

He presents regularly to the Space Generation Advisory Council of the United Nations and chairs the APAC Chief Strategy Officers' Summit, the Strategy Circle, and the board of a community services not-for-profit. He is a sought-after speaker on leadership and innovation with a passion for breakthrough innovation, which is the focus of his doctorate.

Clients and Partners

EY
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Westpac
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ActewAGL
Ageing Australia
Griffith University
Sanitarium
The University of Sydney
Quantum Australia
HCF
Charter Hall
abbvie
wesley mission
مكتب التطوير الحكومي والمستقبل
Government Development & the Future Office

About Us



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. Combining the NASA 4-D Human Performance System with research-backed creative problem-solving methods and artificial intelligence, we amplify 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



Method in Our Madness

Keynotes, plenary simulations, innovation accelerators and leadership programs can be tailored to your strategic priorities. Practical and immersive, our approach is to engage participants in real organisational challenges to establish impact, whilst simultaneously building lasting capabilities.



Clients

Our clients and partners are amongst the world's most innovative and progressive organisations, including the United Nations, governments, space agencies, universities, multinationals and not-for-profits.



Start a Conversation

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Connect With Us

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