



LEADERSHIP + CREATIVITY

A PROGRAM BRINGING LEADERS FACE TO FACE WITH THEIR CREATIVE SELF

THE
RIGHT BRAIN
PROJECT ™

A NEW SOURCE OF CREATIVITY

The Right Brain Project team of creative professionals and neuroscientists engage clients in a proprietary methodology that taps into the creative potential within every person and organization.

The Leadership + Creativity program helps leaders cultivate personal and team strategies that foster a more dynamic and creative workplace. You and your team will be immersed in an experience that focuses on three overlapping areas: the neuroscience of creativity, the experience and exploration of creativity, and the human aspect of creativity.

The program is designed to illuminate new pathways to creativity while building the resilience required to tackle roadblocks faced in challenging projects. The bedrock of the Leadership + Creativity program is a Creativity Project—designed by you to deliver real-time value and serve as a proving ground for practicing new approaches to creativity.



A CALL FOR CREATIVE ACTION

Creativity is not something that can be attained like management skills, it's not a place to get to, rather, it's a place to come from.

The Leadership + Creativity program is designed for leaders looking to increase the creative capacity of their organizations using resources that are already in place—it's every employee, each with an abundance of creative potential.

Science has proven that we are all creative, yet most organizations don't take advantage of this untapped resource. The Leadership + Creativity program helps people achieve their highest creative potential. Our process is about inquiry and discovery, it's about asking lots of questions and exploring many directions. It's about the experience of being in action.

If this makes sense to you, let The Right Brain Project help you mobilize the creativity that exists within your organization.



A FIVE WEEK PROGRAM

DESIGNED TO MOBILIZE THE CREATIVE POTENTIAL WITHIN YOUR ORGANIZATION

- Discover your limitless potential for creative insight via neuroscience research and exercises that provide direct access to your inherent creative ability.
- Distinguish the physical, social and emotional aspects of a workplace culture that give rise to communication, collaboration and creative-risk.
- Engage in hands-on creative experimentation and practice including; writing, music, story boarding, theatre improvisation and more.
- Employ new ways of speaking and listening that generate high levels of interaction and creativity.
- Practice being creative on a real-time Creativity Project.



WEEK BY WEEK SYNOPSIS

WEEK 1: DEVELOP YOUR CREATIVITY PROJECT. Via video call with The Right Brain Project, we help you define your Creativity Project—a creative goal for the near future. Your Creativity Project anchors your experience in the program and creates a context for new insights to be applied. It can be a new venture, or something that you've been working on for a while.

WEEK 2: CLASSROOM SESSIONS. The heart of our program emerges out of back-to-back days of immersive explorations into creativity. In an interactive group setting you will be mentored through overlapping sessions of neuroscience, creative experiences and exposure, and the human aspect of creativity. You will discover the neuroscience research and data that supports how and why your brain is built for creativity through biology, chemistry, environment, and emotion. You will participate in exercises that reveal the messy and organic process of putting your creativity to work. You will also engage in Commitment Based Creativity where new channels of communication and collaboration provide a footing for taking on and accomplishing creative challenges. This work is intense—human, vulnerable, sometimes daunting—but worth the effort.

WEEKS 3-5: CREATIVITY PROJECT UPDATE — FEEDBACK — PROGRAM COMPLETION.

After the classroom sessions, it's time to put all the insights, lessons and takeaways into action and push your Creativity Project to fruition. We give you 10 days to experiment with your new perspective and approach. Then our team will follow up with a video call to track your progress, challenges, and process through concentrated feedback. This gives you an opportunity to refocus your efforts and to stay on target. After another 10 days, you will have a second video call with us for a final Creativity Project update and completion of the program.

CREATIVITY BEGINS WITH YOU

IBM's now famous global survey of 1500 CEO's found—*“More than rigor, management discipline, integrity or even vision—successfully navigating today's increasingly complex world requires creativity.”* Now more than ever, creativity is missing in organizations.

Even with the desire to build creativity into their environments, most leaders are hard pressed on where to turn for help. Talking to The Right Brain Project is a place to start. An introductory conversation with us will define our process, illustrate the kinds of results you should expect and determine if we might be a fit for each other.

Research has shown that making creativity a priority in organizations opens up new opportunities for innovation, productivity, happy employees and much more.



WHAT PEOPLE SAY ABOUT US

"I entered the program to tackle a complex and intractable project. I came out of the program with tangible actions to take, but also with specific commitments for dealing with this project moving forward.

—Nick Laperriere, Regional Vice President, Surgical Care Affiliates

"The Right Brain Project jolted me out of complacency to work on a project that I had been mulling over for months. The exercises, materials, people and creativity that flowed made the program exciting, and brain stimulating.

—Joanna Brody, President, Brody Public Relations

"This program asks you to put something at stake. You surrender to a masterfully choreographed juxtaposition of experience-as-content and content-as-experience. You know how to drive, right? This is how to drive a Ferrari."

—Gasper Patrico, Principal, Brand Strategy Intersection Studio

THE LEADERSHIP TEAM



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