



nowhere

# Riding the Creative Rollercoaster

A leadership programme on how to hold  
space for innovation

Europe

**Part One**

June 02 – 05, 2013 (Austria)

**Part Two**

September 22 – 25, 2013

now-here.com

*Innovation is the fuel  
of economic growth,  
and the Holy Grail for  
companies and countries  
around the globe.*

Wall Street journal

*The lack of creativity is a problem. A 2010 IBM poll of  
1,500 CEOs identified creativity as the number one  
leadership competency of the future.*

Forbes



For the last fifteen years **nowhere** has specialised in building cultures of innovation and developing breakthrough strategies through the power of creative teams and evocative leadership. We have worked with great companies and amazing leaders in a wide range of industries all over the world. Our primary driver has been to release the creative potential of teams and organisations, and their wider ecology of stakeholders.



Along the way we  
have discovered  
that innovation...

- occurs in the space between people, teams, and organisations – at new and novel intersections
- flourishes when we intervene with the cultural patterns that block our capacity to create and to act
- is born from a creative frequency (and not a management process) that enables us to oscillate between the known and the unknown, between the conscious and unconscious, between the visible and the invisible, and between the explicate and the implicate

Leaders can tune themselves and others into these creative frequencies with a new generation of Micro-and Subtle-Skills. They enable leaders to hold spaces in which innovation can flourish.

These are the skills of a post-conventional leader, one who can integrate diverse perspectives, work with creative tension and tap into the collective intelligence.

This experiential programme has therefore been designed to help leaders catch a glimpse of this post-conventional realm, and at the same time introduce them to these practical skills.

We also help leaders develop the capacity and voltage needed to lead their teams through the highs and lows of the creative process. We call this riding the creative-rollercoaster.



# Creative-Rollercoaster



Unfortunately we too often collapse the creative-rollercoaster back to a flat-line because we fear the unknown and lack the quality of relationship needed to stay with 'not-knowing'. Knowing how to develop a 'container' that can hold creative tension long enough for something new to emerge, maximises the chances of innovation arising through moments of creative insight and collective breakthrough. 'Riding the Creative-Rollercoaster' enables leaders to learn to do this in a safe space before then helping them to experiment with it in their workplace.

Riding the Creative-Rollercoaster necessitates a profound journey of personal growth and expanded self-awareness because the frequency of innovation starts from within. With practice, we can strengthen our capacity to release the creative potential of teams and organisations and we can learn to diminish the unconscious patterns and habits that undermine it.

Riding the Creative-Rollercoaster is an intense, six-month, three-module programme held over a total of eight days. It is designed to enable senior leaders to create the space for innovation in their organisations.

The essence of this forefront experience lies in the creative space between you, your team, your business and the **nowhere** practice. The **nowhere** team works with you to help you co-create your own unique rollercoaster ride. The leaders and change agents from other participating organisations, who are your fellow travellers, also play a vital role in the communal learning experience. Sometimes they help you see and move past your own cultural patterns, and at other times they'll reassure you that your challenges are more common than you think.

This programme is not for the faint hearted. Learning to see and work with the unknown, unconscious, invisible and implicate can blow your mind, but can also help you change the world.

If you have the courage to step forward to co-create the future we need in these tumultuous times, then **nowhere** has a practice that can help ... and the experience and commitment to step forward with you.



## Shape of the training

Each programme has space for up to 20 leaders or change agents.

### **Pre-work is assigned a month before the first module**

- To explore the need and challenge of innovation in your area of accountability
- To map those aspects of your leadership that support creativity and those that do not
- To write a mini-autobiography

### **Module 1** (three-and-a-half days)

In this first module we:

- Introduce the creative-rollercoaster
- Explore the nature of holding co-creative spaces for innovation
- Share a set of practical approaches, tools and Micro-Skills
- Deep-dive into how our unique strengths and capabilities can catalyse innovation
- Reveal frameworks for traversing the unknown
- Design real-time experiments to take back to our teams and organisations

### **Between modules**

Learning is continued through these creative experiments and are supported by:

- One-to-one coaching with a member of faculty
- Peer-group support and challenge trios

### **Module 2** (three days)

In the second module we:

- Review insights from the creative experiments
- Go deeper into the Subtle-Skills of holding containers for innovation
- Share a blueprint for tuning the creative frequency of teams and cultures
- Continue to practice the new ways of working
- Design a pattern-shift experiment

### **Between modules**

We lead and catalyse another series of creative experiments, again supported by:

- One-to-one coaching with a member of faculty
- Peer-group support and challenge trios

### **Module 3** (one-and-a-half days)

In this final short module we:

- Invite everyone to give a short Evocative Talk about their key insights and learning
- Review the learning communally
- Share other applications of **nowhere**'s practice
- Ensure everyone has claimed their new tools, Micro-Skills & Subtle-Skills
- Individually awaken our own circle of leadership
- Celebrate the adventure

We currently run 'Riding the Creative-Rollercoaster' in Central and Eastern Europe, the UK, Northern Europe and China. We will be launching in South America and South Africa soon.

### **Price**

The price is €3,700 plus VAT.

Participants will also be charged an inclusive rate by the venues for lodging and food.

**nowhere** is a successful experiment and bold invitation to a rich new way of thinking and acting. They provide a roadmap to the soul that is highly accessible, deeply stimulating, and totally practical. **nowhere** is also a guide to the absolutely essential reshaping of our institutions that the times demand. Offering insights and practical tools, they provide a virtual reference encyclopedia of transformational insight. The new standard for combining inspirational new thinking with real world guidance on how to achieve genuine organisational change has been set.

William Isaacs, author of Dialogue and the Art of Thinking Together, Senior Lecturer, MIT Sloan School

**nowhere** is unique. Unique in its combination of insights at the point where business and the behavioural sciences intersect. Unique in the way it approaches a client, not as a doctor with a patient, but as a coach with an athlete. Unique in its blend of mysterious and practical, humorous and serious.

Martin Taylor, Chairman, Syngenta AG

What can I say about **nowhere**? It's a mystery play, dark and barely penetrable. Just as **nowhere** work their magic **now** and **here**, **nowhere** touches you everywhere, catches your breath and inspires your whole being.

Martin Wyn Griffith, former Director of Service Transformation, Department of Business, Enterprise and Regulatory Reform, UK Government

It is rare to have the opportunity to combine professional with personal development and insight. **nowhere** taps into our own personal potential, allowing us in turn to release the potential of our organisations. More importantly it is a 'must' to practice and a leap into the unknown.

Steve Gilliver, Head of HR, Dell EMEA

What **nowhere** really does differently, to me, is it taps into that other side of the brain, the creative side, which is actually where real genius and innovation come from.

David Lawrence, former Head of R&D, Syngenta AG



To learn more about *Riding the Creative-Rollercoaster* email us at  
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Or visit  
**now-here**.com



**"Riding the Creative Roller Coaster"** is the next generation of  
the Way of **nowhere**: 8 Questions Leadership Intensive programme



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