

***shift***  
***your thinking***

  
**MaverickMinds**



*Creativity is an open system of interactions, relationships, and environmental factors that overlap and create opportunities for new connections, ideas and solutions.*

*Dr Cathryn Lloyd*



# MAVERICK MINDS

Maverick Minds puts the spotlight on Creativity & Leadership – **CreativeShip** - to enable businesses and people to flourish not merely survive.

**Maverick Minds is a catalyst to help individuals and organisations:**

- ▶ Think, learn and lead creatively
- ▶ Develop creative confidence and flexibility
- ▶ Work well with complexity and generate positive change
- ▶ Reduce stress and promote creative mindfulness for clarity and decision-making

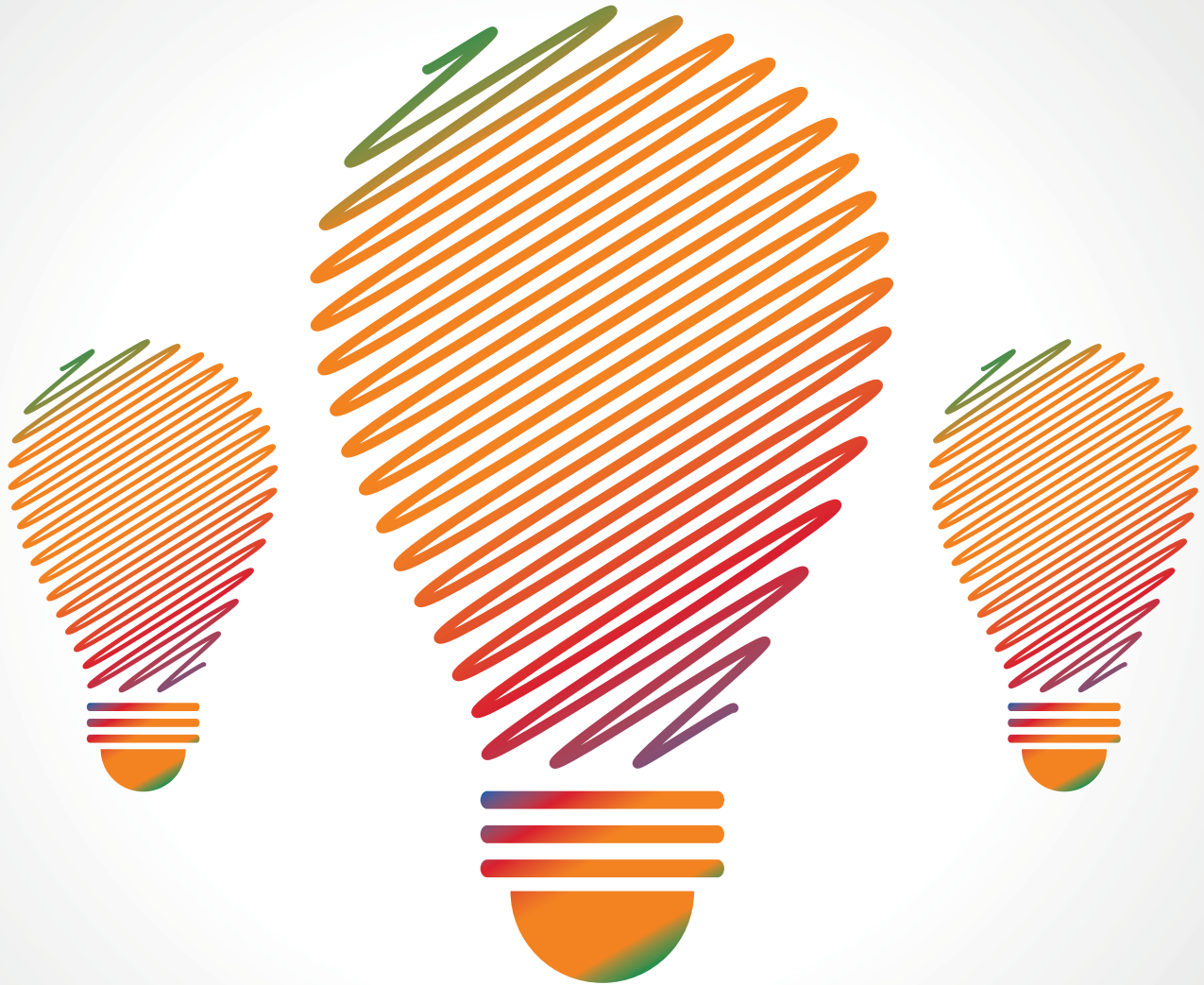
Maverick Minds innovative professional development programs and workshops are a blend of learning methodologies and processes.

We include contemporary relevant concepts, models and theories, experiential group interactions, improvisational and arts-based learning activities, coaching, reflective practice and action learning.

**Maverick Minds is a catalyst to help individuals and organisations:**

- ▶ Understand why and how creativity is needed for innovation and cultural transformation
- ▶ Thrive in challenging environments and a changing world
- ▶ Improve communication, raise self-awareness, identify networks and build robust relationships
- ▶ Review and change organisational behaviour to make positive impacts

Feedback from clients is consistently positive and has allowed us to build successful long-term relationships where we are invited back time and again.



## CREATIVITY & BUSINESS

Creativity is a natural human activity and our most valuable resource. Without the creativity of people there is no innovation. For your organisation to flourish creativity must be valued and prioritised.

The Future of Jobs report published by the World Economic Forum outlines ten professional skills that will be needed over the coming years.

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with others
6. Emotional Intelligence
7. Judgement and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

Creativity will be one of those important and in-demand skills. Looked at more deeply creativity encompasses and sits underneath many of the skills mentioned.

The report asked chief human resources and strategy officers from leading global employers what the current economic and technological shifts mean, specifically for employment, skills and recruitment across industries and geographies.

The social, demographic, technological drivers of change require leaders and managers to navigate less predictable and more complex situations, identify opportunities, work creatively with challenges, as well as support and coordinate projects and people.

**How are you developing these skills?**

# DR CATHRYN LLOYD

## FOUNDER/DIRECTOR

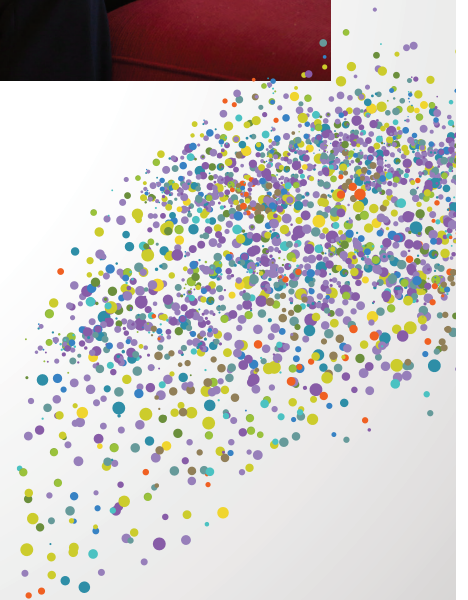
*“Creativity and imagination are our most needed and sustainable resources in everything we do. They are at the heart of all great human endeavour”*

Cathryn works with individuals and organisations to design and facilitate meaningful learning experiences to build creative confidence, develop resilience, shift thinking and create positive change.

Through her wide-ranging experience working across the arts, creative industries, education and business Cathryn has developed an extensive repertoire. She holds a research Doctorate in Creative Industries based on Artful Inquiry - arts-based learning and facilitation for individual and organisational development. Cathryn presents on a range of creative and business topics nationally and internationally and has a particular interest in **Creativeship** - leadership and creativity for the 21st century.

A skilful facilitator and coach, Cathryn brings a multi-disciplinary creative approach to her engagement with the business sector which includes corporate, public, and not-for-profit. Cathryn designs and delivers experiential, creative, reflective and action-based learning processes that enable clients to realise their creative potential and to apply across a range of contexts.

Cathryn is Australia’s first certified creativity coach with the Creativity Coaching Association, an associate with Narrative Leadership Associates, a certified Master Facilitator with ILP and accredited action-learning facilitator. She is an avid life long learner.





***gain new***  
***perspectives***

## METHODOLOGY

### How Artful Inquiry can help you and your team?

**Artful Inquiry** is at the heart of Maverick Minds and underpins our work. Artful Inquiry allows individuals and groups to explore ideas imaginatively and strategically through a range of inventive, reflective and aesthetic processes.

The contemporary creative methodologies and processes underpinning Artful Inquiry helps people experience different perspectives and discover new insights.

Artful Inquiry provides a platform for people to make sense of complex environments and situations and find effective ways to work with emerging challenges, opportunities and each other.

Artful Inquiry is reflective and action oriented. It encourages thoughtful risk-taking, courage, curiosity, a willingness to suspend judgement and an ability to tolerate ambiguity. It provides a safe space for inquiry, discussion, reflection and action.

Working with arts-based processes is an inspired way to learn. If you want different things to happen you have to do things differently. Arts-based experiential learning, facilitation and coaching will help you see and do things differently.

Artful Inquiry draws on processes, tools, theories and activities such as storytelling, images, metaphors, systems thinking, objects, Provenance, Body Mapping, improvisation, rich pictures, biophilia, environments, creative conversations, action learning and reflective practice.

**Artful Inquiry lets creativity and innovation come alive in your business.**



## SERVICE OFFERING

Maverick Minds offers a suite of creative learning and development experiences based on the following approaches. We work closely with clients to achieve the best possible outcome.

### FACILITATION

Maverick Minds provides facilitation for a range of scenarios. If your particular need isn't outlined here we're just an email or phone call away. Just ask.

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- ▶ Creative sessions

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  - ▶ Team development

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  - ▶ Planning days

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  - ▶ Relationship Building

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  - ▶ Meetings

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  - ▶ Conferences

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  - ▶ Retreats

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  - ▶ Pop up events

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### COACHING

Individuals and group coaching sessions

#### Coaching Sessions Include:

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- ▶ The Power of One – 1 x 90 minute session

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  - ▶ Introductory Pack – 2 x 60 minute sessions

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  - ▶ Mini Flexi Pack – 4 x 60 minute sessions

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  - ▶ Maxi Flexi Pack – 6 x 60 minute sessions

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  - ▶ Professional Practice Group Coaching

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#### Creative in Residence Program:

Host Cathryn as a Creative in Residence (CiR). The CiR experience is a catalyst for flexible engagement, promoting creativity and spontaneity, through formal and informal interactions, discussions, facilitation and coaching. It's a great way to stimulate new opportunities and ways of working.

***create***  
***positive change***



## PROGRAM OVERVIEW

Maverick Minds designs and delivers short and long-term programs or a series of workshops based on creative leadership, culture, people and wellbeing. Maverick Minds programs may be just what you are looking for, or inspire you to think about what you need.

## CREATIVE LEADERSHIP

The challenges facing society and organisations in the 21st Century require new approaches to leadership and management. Creative Leaders know that challenges bring opportunities.

Complexity, 'wicked problems' and uncertainty highlight the need for human skills such as imagination, resilience and creativity to identify emerging opportunities.

Creative Leaders require flexibility, courage and the ability to adapt and work creatively with change along with a desire to cultivate these capabilities in others.

21st Century leadership calls for strategic creative thinking, ethics, optimism and positive action.

Maverick Minds CreativeShip program includes theories, concepts and experiential learning that enable participants to take a deep dive into the heart and soul of what it means to be a creative leader.

### **The CreativeShip program provides participants with the opportunity to:**

- ▶ Reflect on their understanding and approach to their leadership
- ▶ Gain new perspectives, insight and confidence
- ▶ Develop creative and meaningful leadership skills and capability
- ▶ Demonstrate creative confidence and encourage others to hone and realise their creative potential

## CREATIVE CULTURE

Does your organisation talk about creativity and innovation but struggle how to bring it alive?

Does your organisation value creativity and understand the benefits of having a creative culture?

Does your organisation know how to engender a learning mindset and help people build creative capacity for ingenuity to flourish?

Does your organisation provide the right resources and give permission for people to experiment and take risks?

Maverick Minds Creative Culture program is for organisations that recognise change is inherent and that creative and motivated people are the foundations for success.

Creative Culture includes theories, concepts and experiential learning that enable organisations to dive deep into the benefits and power of becoming a creative culture.

### **The Creative Culture program enables organisations to:**

- ▶ Develop strategies for sharing knowledge, ideas and capabilities
- ▶ Explore, design and facilitate courageous ways of working within the organisation
- ▶ Identify opportunities and challenges and build creative confidence and resilience within the organisation
- ▶ Experiment and put the right culture mechanisms in place to create positive change



***mindful creativity***

## CREATIVE PEOPLE

Fusion is the power that brings different forces together and the reaction of diverse elements is converted into energy.

High performing teams know that the fusion of creative energy, effective communication and collaboration are what it takes for new ideas and solutions to emerge and ignite.

Great and effective teams share a sense of purpose, understand the benefits of diversity, work constructively with conflict, creatively with constraints, experiment, have a learning mindset and take action.

Maverick Minds Creative People program introduces people to the creative process and what it means to have a learning mindset. Creative People sets the scene to inspire participants to:

- ▶ Understand what enables and hinders creativity and then learn from each other
- ▶ Become reflective and reflexive professionals
- ▶ Develop strategies for working creatively and effectively as a team
- ▶ Reflect on their professional practice through a creative lens

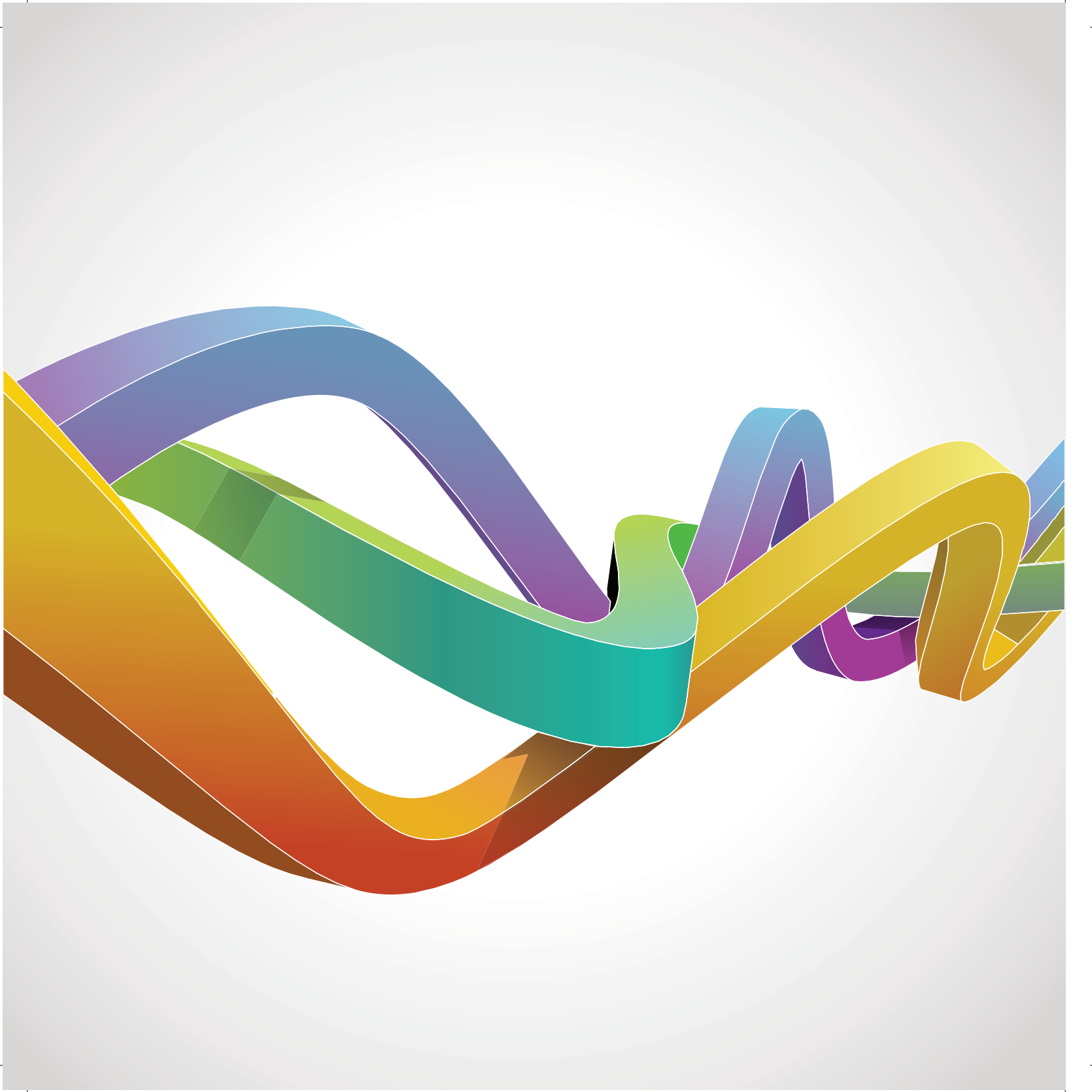
## CREATIVE WELLBEING

There is increasing evidence that shows the positive links between creativity, optimism and wellbeing. Creativity and creative thinking can enhance wellbeing by developing cognitive flexibility and problem-solving abilities.

The heart of 'Mindful Creativity' is the state of mindfulness that enables individuals to gain a sense of mastery and presence, which assists in building resilience and working creatively with challenges.

Maverick Minds Creative Wellbeing Program is open to individuals and organisations that are ready for change and are prepared to explore what is possible to flourish and prosper. Through a creative wellbeing lens people:

- ▶ Gain new perspectives and explore what's possible
- ▶ Identify changes that will make a difference
- ▶ Prioritise time and space to create new habits for wellbeing
- ▶ Find clarity and meaning in their professional life





# CREATIVESHIP — CREATIVE ACTION & REFLECTION

**Do any of these comments sound familiar?  
 This is what I often hear from leaders in organisations.**

- ▶ If we're not innovating we're stagnating.
- ▶ We have a lot of challenges – one of the challenges is that it can't be business as usual.
- ▶ We need to push the boundaries of our organisation whether real or perceived.
- ▶ We face multiple and competing challenges on a daily basis.

Change is the nature of things and organisational life is no different. What needs to be different is how we respond to and engage with change. We all need to find strategies and ways of being to work creatively with change and to support others in the process.

The Centre for Creative Leadership identifies a number of adaptive challenges and the leadership competencies needed by leaders. These disruptive conditions require new ways of thinking, being and leading.

## **Adaptive Challenges:**

- ▶ Developing managerial effectiveness
- ▶ Inspiring others
- ▶ Developing employees
- ▶ Leading a team
- ▶ Guiding change
- ▶ Managing internal stakeholders and politics

## **Leadership Capability:**

- ▶ Building collaborative relationships
- ▶ Leading employees
- ▶ Strategic perspective
- ▶ Taking initiative
- ▶ Participative management
- ▶ Change management

**CreativeShip** is the capacity to value your own and other's creativity, and apply it in the best possible way.

**CreativeShip** is Creativity in Action and is a new and responsive way to think, learn and lead.

## TESTIMONIALS

*"In 2016/17, I had the opportunity to work with Dr. Cathryn Lloyd and Maverick Minds on a staff engagement project for International Public Service Company SERCO. Cathryn provided excellent support and assistance with the design and facilitation of the extended series of workshops, this included pre and post program diagnostic interviews and evaluation sessions with key operational staff and senior leaders. Cathryn managed the complex environment with great professionalism and her sessions have resulted in positive outcomes and triggered a number of ongoing projects that have focused on increasing staff morale and building a positive culture. Cathryn has a creative approach to problem solving and I would recommend her to anyone who is interested in finding new ways of working and discovering innovation in challenging issues."*

**Jacob Simpson**  
**Senior Advisor - Workforce Capability, Culture and Engagement**

*"I was honoured to receive the inaugural DTESB All Star Award in 2016. There were (and are!) so many deserving nominees within the department. It was incredibly meaningful to be recognised for my work, and I thank everyone who nominated me. While the recognition itself was invaluable the award provided me with a budget to attend multiple 1-1 coaching sessions with Cathryn Lloyd from Maverick Minds. I've never worked with a coach before, and now that I have, I highly recommend the experience (and Cathryn). Initially, I wasn't sure what to expect. I found that Cathryn's ability to challenge my assumptions and focus my thoughts allowed me to clarify who I want to be as a colleague, supervisor and leader. Working with a coach at a time in my life, turned out to be one of great change—leaving DTESB after 7 years—was powerful, and I will take my "light-bulb moments" with me into my new role. Thank you DTESB for this opportunity!"*

**Trudi Plaschke**  
**DTESB**

*"What struck me about the sessions you facilitated was how responsive and flexible you were. You were sensitive to the group and our needs. There was great use and variety of techniques and activities including some theory that engaged the group. You also had some good in the moment feedback mechanisms so we could visually see how the group was responding and how it changed. The facilitation accommodated the different ways people learn. You picked up on issues quickly and what was relevant to us. This resulted in tangible outcomes and something concrete to work with. There were some good rapport building activities as well. The overall experience provided us with clarity and clear direction for how we function as a team and in particular how we go about meetings. It's been a very positive outcome for the group. "*

**Georgiana Poulter**  
**Director - Institute of Modern Languages, University of Queensland**

*"FutureNet engaged Cathryn as a guest speaker for 'The Evolution of the Young Professional' event held in Brisbane recently. Cathryn came highly recommended via a number of colleagues who had attended her Maverick Minds creative development workshop and she certainly did not disappoint. Cathryn's presentation 'Survive and Thrive; Creative Resilience and Creative Leadership' was well received by the audience, as they were captivated by her passion for the creative mind. Cathryn enthusiastically interacted with the crowd; provoking thoughts, opinions and successfully facilitating several group discussions throughout her presentation. It was a pleasure to watch Cathryn conduct the room with her passionate and professional mastery and I look forward to working with her again in the future.."*

**Michael Lawlor**  
**Associate Architect - Thomson Adsett/Future Net**

*"I undertook Executive Coaching through Maverick Minds with Cathryn Lloyd. Through this I was able to challenge my boundaries of traditional leadership. Cathryn was very easy to engage with. I was working in an extremely difficult environment, and we at that time, were working through a particularly toxic period. Cathryn was able to give me the tools to be able to work through my day-to-day challenges and not become bogged down in negativity. Her program was individualised, specific and targeted to my needs. I felt fully supported. I would highly recommend Cathryn."*

**Gayle Hocking**  
**Queensland Health**

*"Dr Cathryn Lloyd is one of those rare individuals whose facilitation expertise is able to illicit natural and meaningful interactions between participants. She creates an environment for conversation and ideas. Her style is creative and inclusive, differing from traditional facilitation I have experienced in the past. It is a joy to work with Cathryn on a range of initiatives where she brings passion, expertise and action. Currently, we are collaborating on Maverick Mind's Shift Your Thinking conversations, which draw participants from a range of sectors to interact on a contemporary topic. I look forward to continuing to work with her on this, and other, creative journeys."*

**Alexandra Elibank Murray**  
**Executive Director - FedUni Brisbane**

*"Working with Cathryn has really opened up my eyes and head. She has effectively offered some real tools for gaining clarity in my career path by giving me the space to inquire. Cathryn works collaboratively, listening to the stories and then reflecting back so I could see the answers for myself. It is a really creative process, we're working together in that way and I love the simplicity of that and she has a real talent for deep listening and genuine respect. I can quite honestly recommend Cathryn Lloyd to anyone who is ready to move forward now."*

**Annalouise Paul**  
**Artistic Director - Theatre of Rhythm and Dance**

*"What I observed from our time with Cathryn Lloyd/Maverick Minds and also the feedback from the senior management team was the importance of making time to get out of the trenches some creative thinking time and also to connect as a team. The various theoretical concepts Maverick Minds exposed us to and the relationship building processes really helped set the scene for how we communicated with each other. The design thinking building process enabled us to envisage new organisational approaches was raved about. It created a shared understanding and language. It was fun as well and very collaborative. There was no room for judgments or rejections and we were able to physically see and engage with the ideas people expressed. Cathryn is an exceptional facilitator and was able to motivate all involved to not only participate and generate ideas but to give of themselves and share feelings and vulnerabilities in a safe space. It has been a very worthwhile experience for us as a leadership team. We look forward to following up on what we have started."*

**Mark Walters**  
**Director - SERCO**

*"Working with Cathryn as my creativity coach has been a great experience. It's been such a privilege to have someone to talk to that is solely focused on assisting with my professional development as an artist. The sessions were a catalyst for getting clear about my work and working towards my goals, which has helped me achieve much more in this past year than I anticipated."*

*Practising as an artist is solitary work, and although my friends and family are supportive it's been really helpful to have professional support from Cathryn as she understands both the internal and external challenges that arise for creative professionals. Cathryn is warm and encouraging but also focused on challenging fears and beliefs that have inhibited me in the past. I can highly recommend working with Cathryn."*

**Jo Dyer**  
**Artist**

**people**  
*imagine*  
**create**  
*innovate*



**MaverickMinds**  
*shift your thinking*

**Creative Facilitation & Coaching**

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