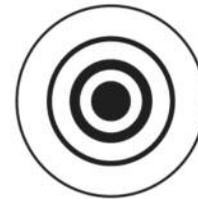
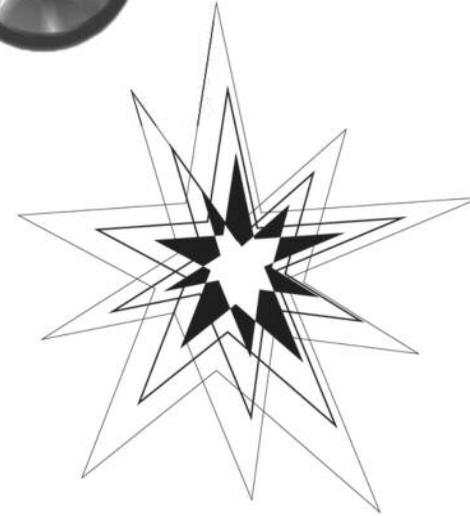


Catalytic Training



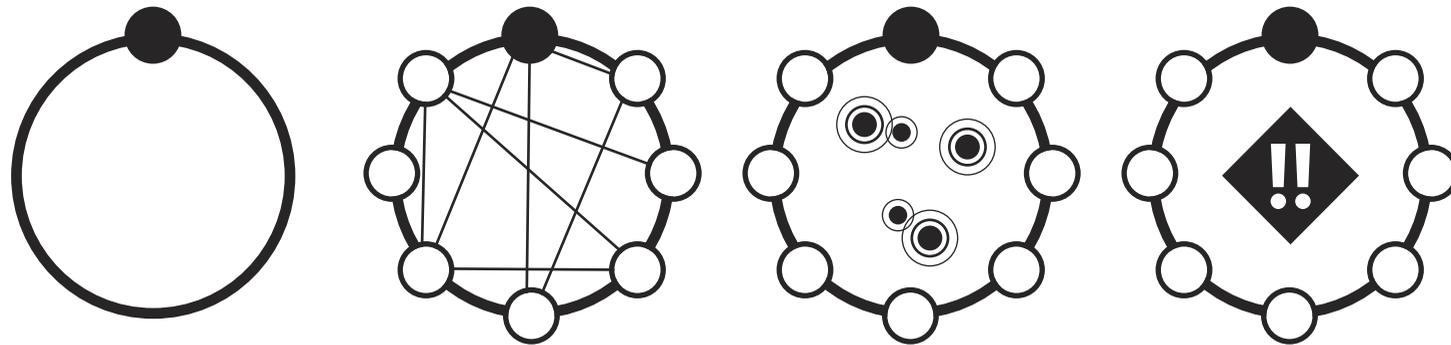
## THE **nowhere** PRACTICE

Since the mid nineties, **nowhere** has been working behind the scenes and at the highest levels, with multi-national companies all over the world, tuning the creative frequency at which their cultures operate.

Our 'practice' is born from a unique blend of insight traditions, creative and organisational disciplines and doctoral research, and has over twenty years of development and refinement with some of the biggest brands and most inspiring leaders.

It enables us to work in creative partnership with our clients & partners to:

1. **Design, catalyse and choreograph business breakthroughs** ie. breakthrough strategies, innovations, projects, teams, meetings and cultures.
2. **Transform the way they meet and work** ie. the way they think, relate, lead and organise, so they can move into states of peak performance and collective flow.





**Catalyst Training**



nMaps: the practice

**nMaps**



**Riding the Creative Rollercoaster**



**Evocative Leadership & Catalyst Skills**

## EXCELLENCE IS NO LONGER ENOUGH

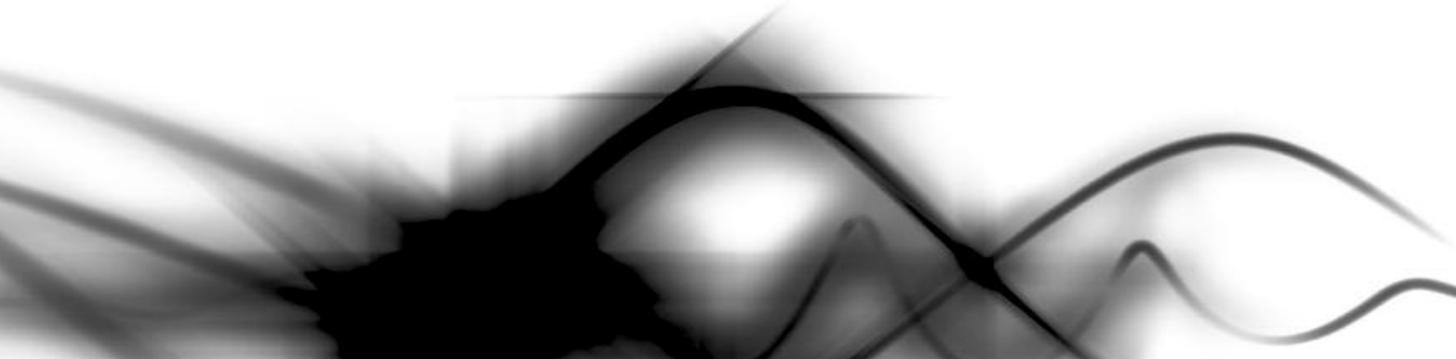
A shift is happening. Businesses are coming to realise that excellence is just another norm – one that doesn't differentiate you or protect you from the disruptive moves of others. Even the biggest companies, that have prospered over many decades, and whose benchmarked standards and best practices we revere and try to copy, are wondering if they will still be around in a few years' time.

In a tumultuous world, simply doing more of the same is no longer an option. If you are not shaping the future then you are vulnerable to its vagaries. This is never more dangerous than when a company's strategy, in times of uncertainty, retrenches; as opposed to what is really needed, which is a strategy that leans into and co-creates the emerging future.

Strategy, however, is just the presenting problem. The real issue is a cultural ceiling – where we become stuck repeating what we know, but a little bit better, in a workman-like way, rather than having the courage and capacity to pioneer new movements, innovations and practices. For without learning how to transcend our ingrained habits and patterns, our cultures will literally and inevitably eat any new strategy for breakfast – making them mediocre at best and implementation painful or even impossible.

One of the most revealing characteristics of cultures that have hit this ceiling is that they are time poor. This is in turn a symptom of organisations that confuse busyness with productivity, that rush to action, and that don't know how to pause, be still or be present. This relentless need to push uphill means they don't have the capacity (time, space or energy) to work in and with the unknown, and therefore have very little chance of re-patterning, re-inventing and shaping the unmade future.

‘Businesses are coming to realise that excellence is just the high end of a norm – one that doesn't differentiate you or protect you from the disruptive moves of others.’



## SHAPERS & MAKERS

In contrast, organisations that are shaping and making the future have invested in and are developing:

- **evocative leaders** – who are able to call the organisation forward to a higher order
- **creative teams** – who know how to work at their creative edge
- **cultures of innovation** – the ability to tune into the ‘hum’, that collective state of consciousness where people feel on-purpose and in creative and productive flow

These leaders, teams and cultures have learned how to:

- create shared, **peak experiences** that bind them and shift them
- work with **insight, breakthrough, collective intelligence, flow** and **optimal performance**
- see and work with **innovation as an energetic frequency** – not just another process
- **work at intersections** and build eco-systems, even economies, of collaboration

# CATALYSIS

Moving from classical (high-performance) achiever cultures to cultures of innovation is an intentional activity. It happens by design, not by accident.

At the heart of this movement is a profound understanding of how to design and catalyse shifts in individual and collective consciousness – moments of insight, breakthrough and flow.

Over the last twenty years **nowhere** has specialised in this 'movement', and all of our training programs are in service of this moment.

Each of our programs reveal frameworks and skills that expand our capacity to not only work more powerfully with what is conscious, visible and explicate, but also with what is unconscious, invisible and implicate – that which is currently 'dark'.

It is out of the dark, not the light, that the new is born.

## FROM 'ACHIEVER CULTURES' that are...

Victims of time and therefore time poor  
Driven by norms and metrics (same old same old)  
Risk averse and tolerant of mediocrity  
Fact-based decision-makers  
Fear-driven, holding on too tight to the past & present  
More comfortable avoiding conflict and tension  
Obsessed with accountability and execution  
Inclined to reduce work to fragmented parts  
Emotionless, hierarchical and compensation based  
Ego-centric: valuing similarities

## TO CULTURES OF INNOVATION that are:

Masters of time and therefore time rich  
Purpose-driven, creatively moving forward step-by-step  
Using risk to heighten focus, as flow follows focus  
Pattern-based decision-makers  
Full of insight, flow, collective intelligence & peak performance  
Working intentionally with creative tension and struggle  
Using freedom, shared responsibility, candid feedback & trust  
Inclined to work in integrative ways  
Emotional, passionate and intrinsically rewarding  
Eco-centric: valuing novelty and difference

What's different?

EXCELLENCE

**is no longer enough**

SHAPERS

**make the future**

CATALYSIS

**is a movement into and out of the dark**

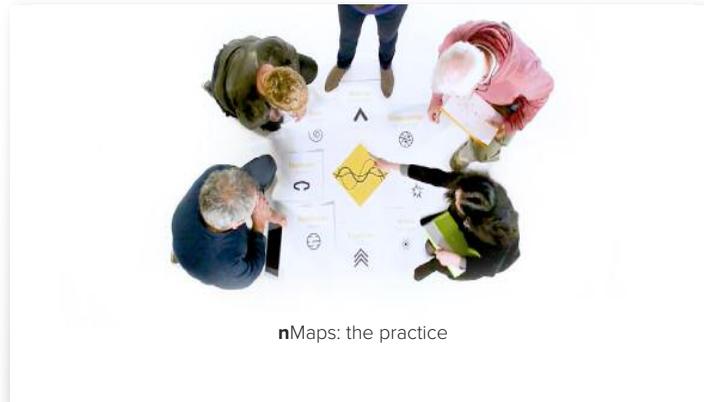
TRAININGS

**nMaps • Riding the Creative Rollercoaster**

**Evocative Leadership • CAT skills**

nowhere

## WHY TUNE YOUR TEAM?



### nMaps Summary PDF

Breakthrough is fundamentally a human activity, born from putting our differences into creative relationship, in order to create a plethora of new and novel intersections, and a myriad of empty spaces – all full of latent potential.

For this reason, our capacity for breakthrough is dependent on the quality of contact and relationships we build in a team.

Much research has been done on what makes a team highly productive, peak performing and creative. Is it the right mix of introverts and extroverts, of followers and leaders, or of personality types? Or is it more about group norms, unwritten rules, conversational turn-taking and social sensitivities?

Latest research would posit that the key to breakthrough teams and productive meetings is '**psychological safety**', ie. it is safe to speak up, voice differences of opinion, think out loud, take risks, disclose, fail fast etc.

Psychological safety and the trust that ensues is, from our experience, one of the four allied states of mind that enable breakthrough teams to work at their creative edge and make the unmade future.

The other states of mind are:

- having a **shared passion, belief in and commitment to something larger than ourselves**

- the willingness and resilience to **wander with wonder into the unknown** together
- the ability to **see and work with pattern** so we can move like a flock of birds

The beauty is that when we move into these allied states of mind together, breakthrough teams begin to manifest like flames.

Unfortunately, if one or more of the team lack the self-awareness, interpersonal skills or behaviours needed to work in this way, these allied states of mind become undermined or distorted. The team then struggle to establish and maintain their creative relationships, and become unable to marshal the energy needed for breakthrough. The team and the work simply fragment and collapse back to being less than the sum of the parts.

The first challenge, therefore, is for teams to raise their awareness to those states and qualities of mind that take them out of creative relationship with each other, and those that put them into creative relationship. Then they need to learn how to interrupt those that distort them, individually and communally, and amplify those that ally them. Finally, they need to master their allies so they can call them forward in various sequences and forms, at will and with skill, to catalyse breakthrough and move to new levels of peak performance.

## WHY RIDE THE CREATIVE ROLLERCOASTER?



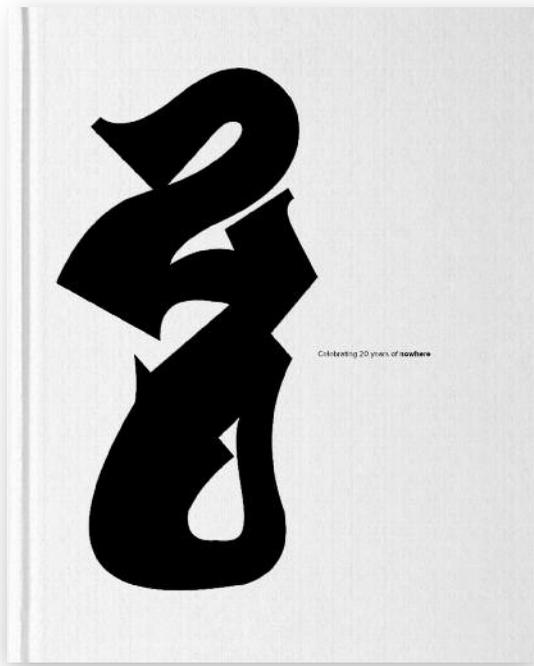
**Riding the Creative Rollercoaster Summary PDF**

Over the last twenty years we have learned that:

- Bringing the new to mind (ie. creativity) is the pre-requisite for bringing the new to the world (ie. innovation).
- Creativity is the dance between the known and the unknown, between what's conscious and what's unconscious, between the visible and the invisible, and between the explicate and the implicate.
- This dance is like riding a creative rollercoaster, with its ups and downs.
- We are socially and educationally conditioned to stay within the known and have never been taught how to work with and navigate the unknown.
- Stepping into the unknown is an act of faith and courage and when we do so it naturally triggers distorted behaviours and actions – ultimately collapsing the creative tension of not-knowing, so we fall back to 'flat-lining' (doing more of the same).
- The only way to understand this fully is to experience it from the inside.

This 24-hour program therefore gives leaders the chance to experience the phenomenon of riding this creative rollercoaster, so they can learn first hand what we all do that consciously and unconsciously undermines the creative process, as well as what we can do to help ourselves and others ride the highs and lows of the process, more often and for longer periods of time.

nowhere



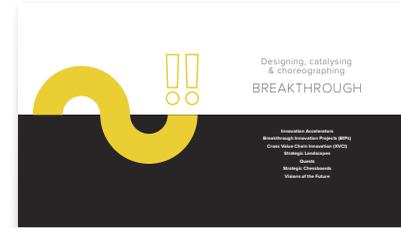
**The Hum**  
Celebrating 20 years of **nowhere**



**Our Core Practice**



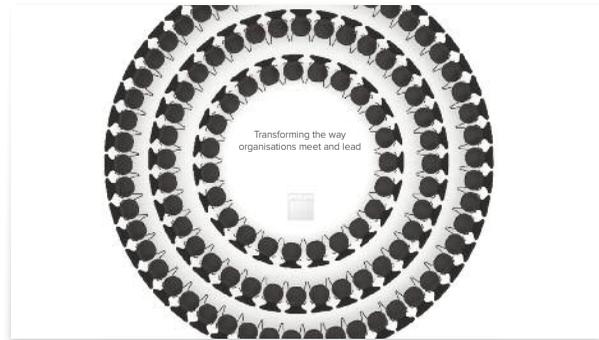
**Tuning Teams**



**Designing, Catalysing & Choreographing Breakthrough**



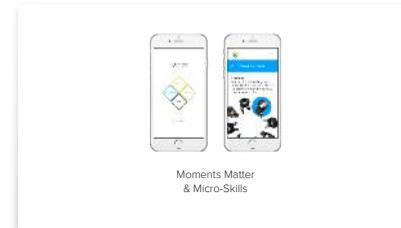
**Building Eco-Systems & Cultures of Innovation**



**Transforming the way organisations meet and lead**



**Holding Space & Empty Mirror**



**Moments Matter & Micro-Skills**



**Meeting Forms & Circles**



**Catalyst Training**



**nMaps**



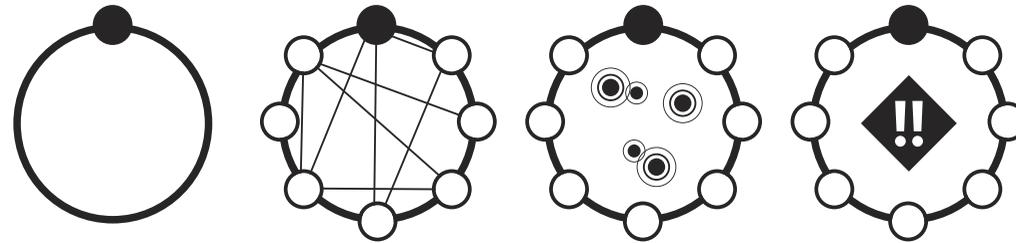
**Riding the Creative Rollercoaster**



**Evocative Leadership & Catalyst Skills**

# nowhere

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