

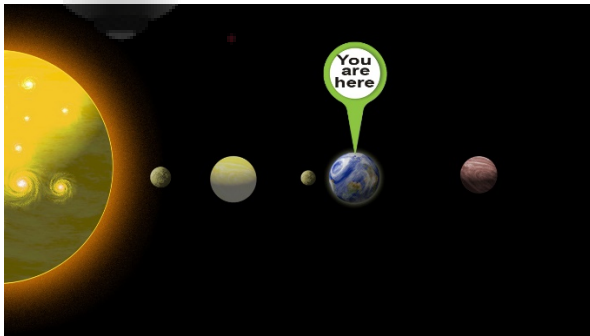


CREATIVITY & BUSINESS

With Derrick Trimble

VIDEO PREMIERE SCHEDULE

START WITH THE KNOWN - 5 JANUARY 2021



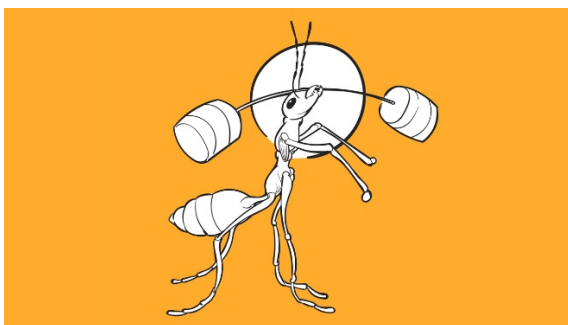
The year 2020 left in its wake numerous unsettling issues for business. Success will depend mainly on you managing your creative capital. To leverage creativity for the maximum gain, you need to start with what is known. Where are the opportunities? What are the obstacles? What resources are available that can contribute to your goals, strategy, or vision? Prepare for 2021 - 2022 on a foundation of resilience and create something historic.

SPECULATE TO CREATE - 7 JANUARY 2021



Successfully navigate the challenges of an uncertain business future. Whichever industry you represent, what lies ahead is bound to be marked with conditions to create. A key to your success is to create or innovate to gain an edge. What do you want to create? An organisation suitable for changing times? A sustainable product or service that can double as a platform for diversification? What can be may not be visible yet. You'll need to speculate to create.

NURTURE A CAN-DO CULTURE - 12 JANUARY 2021



Your business or organisation has unlimited access to the most valuable resource known in history—the creative human. Adaptable, resilient, innovative, social, and loyal in times of crisis. What you communicate to your people and what they communicate with each other is the super seed of potential. Tap into that potential and create a culture capable of overcoming the most daunting of opposition.



VIDEO PREMIERE SCHEDULE

LET THE TIN DO YOUR SALES - 14 JANUARY 2021



What if you had to tell your company narrative with just one word? Which word would you choose? Which word would your customers select? In this chapter of history, reputation is all the more important for gaining and retaining customer respect. What is the basis for your reputation? Whatever you are creating, the message that you communicate may arrive well before you have a chance to engage. Review your communication strategy to ensure your message paves the way for where you want to go.

CATCHING FISH IN A TSUNAMI



Fishing for great ideas in our world of big data is like trying to catch fish in a tsunami. The competition may lessen as everybody else ran for the hills. You still want to make a go if it and snag a catch. Ideas are the staple of an adaptable organisation. Great ideas implemented well can propel a business forward to achieve new heights. Discover where and how you can catch those ideas without breaking your nets or risking your business.

WHEN WHAT YOU WANT DOESN'T EXIST - 19 JANUARY 2021



Sales of STEM toys are projected to increase 7% from 2020 to 2025. Science, Technology, Engineering, and Mathematics oriented toy sales skyrocketed in 2020. Changes in teaching students due to adaptations for the pandemic may be an early indicator for future creative discoveries. What we want and what we need will have to be met by innovative, and often radical, alterations to our thinking. How will your organisation integrate people and ideas to meet that demand?



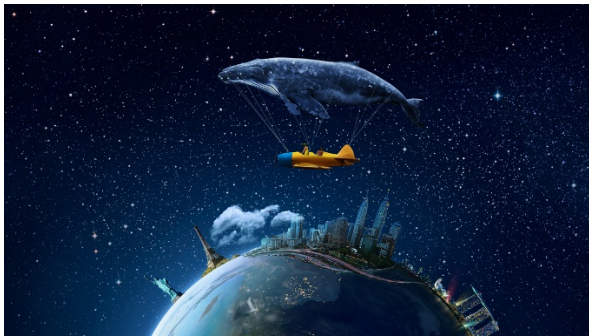
VIDEO PREMIERE SCHEDULE

PLAY TO THE EDGE - 21 JANUARY 2021



Every field of play has established borders, rules, and laws. For organisations, a field of play will include layers of boundaries that often overlap. Intersections can generate conditions for you to explore alternatives. You can safely test limits in a playground of discovery to confirm your and your organisation's potential. We will act the agent for change and invite you to think differently in this lab. You have all you need to get started. You may only need a nudge.

BORDERLANDS OF THE FUTURE - 28 JANUARY 2021



A thin line separates you from what is and what is possible. The invisible barrier that blurs your vision is the ability to see beyond now. Each day rolls out a stage for you to explore how much closer you are to your vision. With an incredible array of tools at your disposal, exploration of the unknown can produce astounding results. Where are your borderlands? What is on the other side? Play may be the ingredient missing from your means of discovery.

THE AGE OF EMPATHS - 2 FEBRUARY 2021



Imagine yourself as the captain of a starship. At your right hand, a first officer to execute operational actions. On your left hand, a ship's counsellor capable of sensing crew emotions. You could not only execute decisive actions, but you could do so knowing how your crew are responding. While you don't have the benefits of bridge officer empathy, the demand for empathy is increasing for operations today. We will look at creating organisational culture to face new challenges for inclusion, diversity, and staff well being with all their moral, ethical, and legal requirements.



VIDEO PREMIERE SCHEDULE

MOOD MODELLING - 4 FEBRUARY 2021



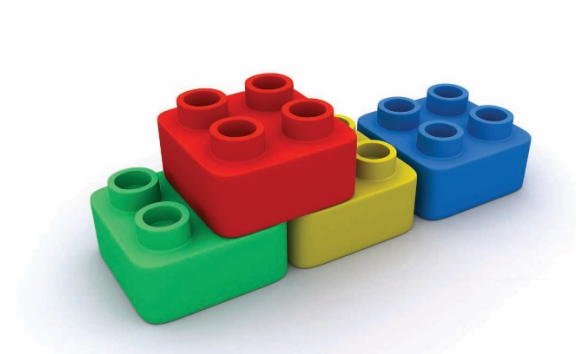
“Where governments are going to struggle with COVID management is with people.” When whispers of a coronavirus first trickled to us, I stated that there isn’t an effective modelling system to measure social mood. Variables of human behaviour can skew the most robust algorithm. For now, assessing social mood remains firmly in the role of people. As the creator of an organisation, what is the impact of social mood to your vision?

THE SOUL OF A CORPORATE CULTURE - 9 FEBRUARY 2021



The bond that defines your company is its demonstrated values. Achievement of goals is performed by staff that comprise that culture. Are actual values changed like a uniform when clocking out at the end of a work day? Does your value statement reflect the way things are or the way you want them to be? Your creation is branded by the values your company demonstrates. Let’s explore ideas to help you make the most of your cultural values.

TO WHAT WILL YOU REMAIN TRUE? - 11 FEBRUARY 2021



Our global marketplace is a patchwork of values spanning every range of the human experience. The complexity and challenges of trade have a ripple effect on society. People—no just customers, clients, or consumers—look to businesses of all sizes when things are tough. Rebuilding the economy and public trust after COVID will focus much attention on companies. Their values will become visible to all, creating a persona that could last for decades. How do you want history to remember you and your company?



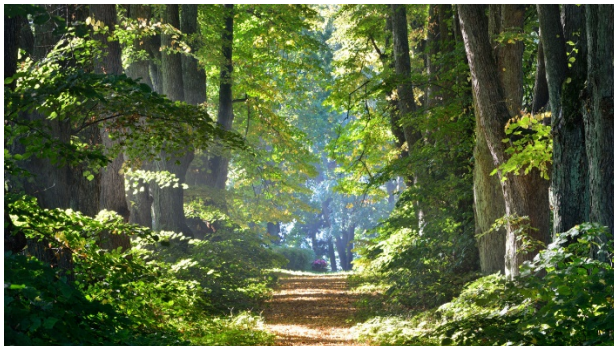
VIDEO PREMIERE SCHEDULE

ACHIEVING PIONEER STATUS - 16 FEBRUARY 2021



Are you an entrepreneur or a pioneer? A glance of historic entrepreneurs reveals how many use their entrepreneurial skills to establish a financial legacy. An underlying dimension of their vision involves building something that will last. To form a foundation and pioneer into untamed areas of development. We are living amid massive socio-economic upheaval. Individual contributions for the success of recovery are vital. Success in that environment demands your creative energy. How will you succeed as an entrepreneur to achieve pioneer status?

WHAT WILL STICK? - 18 FEBRUARY 2021



What happened in the year that nature had a holiday? A hundred years from now, scientists and researchers will look back to 2020 - 2021 with keen interest. The Great Earth Respite of 2020 may not even register on the geological or ecological timeline. We can choose to heed or ignore the warnings. We can make a difference. What will stick from the pandemic crisis? What will you create in a post-COVID world?

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