

# INSPIRING BUSINESS

CONSULTANCY | WORKSHOPS | SEMINARS | ONLINE | FACE2FACE

TRANSFORMATIONAL TRAINING FOR EXECUTIVES AND MANAGERS

# PERSONALLY DESIGNED FOR TRANSFORMATIONAL CHANGE.

The world is moving faster than ever. It always has done. It always will. And with it, new ideas will be needed, new challenges will materialise and new opportunities will arise. It can be a tough world out there.

For me, I found out the hard way. In 2009, after 8 years of trading, my marketing business was hit badly by the recession. We'd got a bit complacent. We weren't ready. We didn't have enough profit in the model. We were trying to do everything ourselves. We hadn't leveraged technology or people properly. And we didn't have the time, energy or resources to innovate and come up with any ideas to rescue the business. In short, as each of our clients went out of business, so did we... almost.

*How did we survive?* I personally undertook an incredible journey of personal development. Firstly, I got new accountants and made some incredibly tough decisions. Secondly, I got as many mentors, coaches and trainers as I could find. The world had changed. And I needed to grow with it. So, I went on every training or personal development course I could find. I realised that success at work isn't just skills and aptitude. It's also combined with mindset, attitude, resilience and decision-making ability.

Then we built it all back up. From the ground up. The right way.

Now, I am proud to say that Ooba has worked with blue-chip clients, Top 100 Digital Agencies, Public Sector organisations and a large number of start-ups and SME's - sharing our insights whilst inspiring executives, corporate teams and entrepreneurs to develop 'fearless' business and personal strategies to achieve success.

All the Ooba workshops are personally designed to ensure that you achieve three things - significant conceptual transformation, intense levels of knowledge transfer and real-world executables that you can implement immediately to get results.

I personally hope you get immense value from these carefully crafted workshops.



*Adam R. Clark*





## LEADERSHIP & MANAGEMENT

### INNOVATE FOR SUCCESS

Discover creativity, innovation, disruption and collaboration methodologies with our hands-on toolkit to generate powerful new ideas and solve complex problems. The ability to innovate successfully (from small, incremental micro-improvements to large-scale, global initiatives) is the life-blood of business. The ability to present ideas, consciously work better together and create real change is a valuable skill-set. Learn how to deeply assess and understand the challenges ahead, generate solutions and how to turn those ideas into action - without wasting resources.

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### FEARLESS DECISION MAKING

The world is uncertain. But there are ways to ensure you're making better decisions and have the confidence to make the decision with conviction. Even if that is just working out how to minimise the downside if it all goes wrong. If you want to be able to make better decisions, faster and with less risk, we show you how.

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### THE POWER OF LEVERAGE

How to get more done - with less. Simple, but not easy. Ever wondered how some people seem to get so much done? How they have the time to come up with good ideas? How they seem to be getting results with a whole lot less effort? A lot of it can be put down to something called leverage. Get more done - with less. We show you how.

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### IDEATION WORKSHOP

If you have a problem, challenge, quandary - or if you just need clarity on something, a creative/ideation workshop is a highly effective way to break through the barriers and get solid ideas on the table that can be implemented. Ooba Creative are proficient and experienced at asking the right questions, breaking down assumptions, driving the conversation (whilst keeping it focussed) and getting teams to find pathways to achieving their goals.



## PERSONAL DEVELOPMENT

### OBLITERATE DECISION FATIGUE

Decision fatigue is real. It's why 'clever people', like judges, make bad decisions if they don't get enough breaks. The knock-on effect is more chaos, as bad decisions then have to be rectified. This creates an insidious cycle of stress, worry, lack of sleep, an overly emotional state of mind - and leads to even more bad decisions. It's a cycle of depressing failure that can creep up on us. It can be stopped. Discover how to de-clutter, simplify, focus and get clarity so you can slow down the chaos and make the time to make better decisions.

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### EMBEDDING HEALTH STRATEGIES & HABITS

Up early. Working late. Working through lunch. Trying to buy something quick, tasty and healthy from the local sandwich shop. Too many cakes and birthdays. Maybe you have an office canteen. Maybe it's drinks after work. It's hard. And it seems the work environment/ethic isn't that great for our health and well-being. And yet, we know that healthy, fit, vibrant people are more confident, like themselves more, sell more, achieve great results and take less time off sick. But, how to do this? We can help.

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### MASTERING SELF DISCIPLINE

Doing the things that need to be done - even when you don't feel like doing them. Almost every inspirational personal development coach (from Jim Rohn and Tony Robbins to Bruce Lee, Muhammad Ali and even the Dalai Lama) express the intense value of being able to do what needs to be done: "A disciplined mind leads to happiness, and an undisciplined mind leads to suffering".

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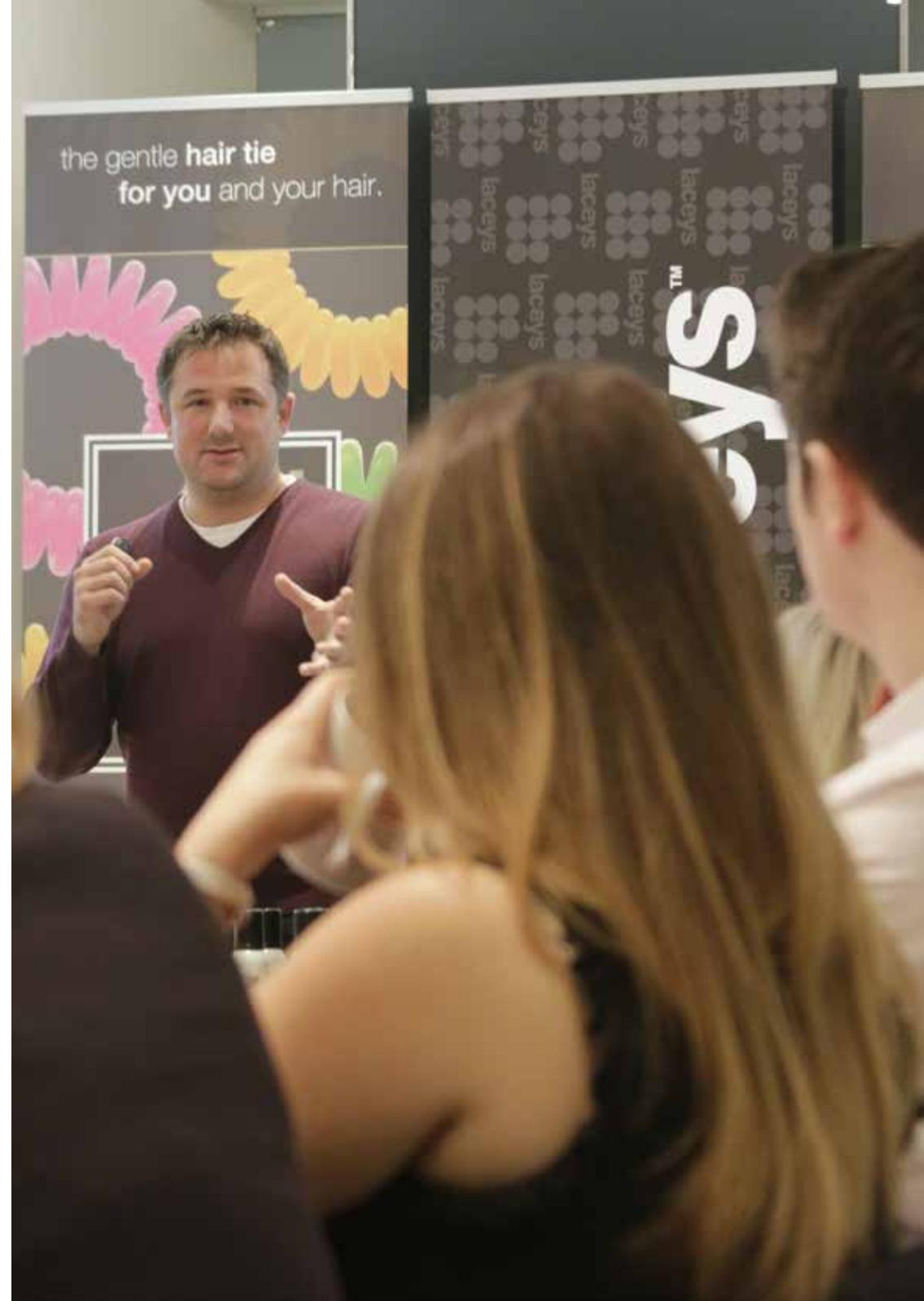
### OVERWHELM: ENOUGH IS ENOUGH!

Not everyone admits that life is getting on top of them. Usually from multiple angles all at the same time. Entire teams find themselves at the mercy of an ever increasing workload, reduced budgets and the mantra of "more". This workshop is to create a safe space to really look at all the multiple factors creating the stress. And work through them one at a time. We might not change the world in a day, but we can at least make a start and set a plan in motion.



“Adam explores your business with you and helps you find areas where you can make a real impact without huge investment. All this is achieved in a relaxed and collaborative manner. Our business has bought in to a wholly new approach.”

**Michael Halliday**  
Business Development Manager, UTC Reading



# INNOVATION FOR SUCCESS

Generate powerful new ideas and solve complex problems.

*"Superb seminar with @OobaCreative. Really gave us something to think about."*



## OVERVIEW

Discover creativity, innovation, disruption and collaboration methodologies with our hands-on tool-kit to generate powerful new ideas and solve complex problems. The ability to innovate successfully (from small, incremental micro-improvements to large-scale, global initiatives) is the life-blood of business. The ability to present ideas, consciously work better together and create real change is a valuable skill-set. Learn how to deeply assess and understand the challenges ahead, generate solutions and how to turn those ideas into action - without wasting resources.

## STRUCTURE

This training is delivered across 1 full working day. It is split up into 5 mini-workshops and discussions with regular breaks, including 45mins for lunch.

## CONTENT, EXERCISES & RESOURCES

All our training is hands-on, exercise based, conversation generating and engaging. This training day covers: Design Thinking (Empathy, Definition, Ideation, Prototyping, Testing), KaiZen, 6 Hats (de Bono), Vulnerability, Inspiration techniques, The Infinite Idea Pool, Agile Development, Idea Presentation, Value Propositions and Collaboration Frameworks.

## DELEGATES WILL BE ABLE TO...

- Cut through the complexity and establish the true challenges, problems and solutions they should be working on.
- Establish a clear understanding as to how it is effecting the various individuals, teams and stakeholders (e.g. customers) involved.
- Utilise proven methodologies for generating new ideas to solving complex problems. They will understand that "there are always more ideas", which eliminates our sense of vulnerability when suggesting new ideas.
- Know when to rest, seek inspiration, connect the unconnected and not to rely on assumptions or past 'accepted wisdom'.
- Understand how to implement prototyping and testing in order to minimise resources and risk.
- Understand the risks and processes required for effective collaboration, the setting of boundaries, roles, expectations and structured feedback.

## THE BUSINESS BENEFITS BECAUSE...

- Staff are more confident and engaged in the process of creative thinking.
- Staff are now equipped with a structured and proven approach so they can present ideas with greater clarity and better communicate their value to the business.
- The business can be more confident in its investments into new ideas.
- It creates a culture of open dialogue where it's OK for an idea to be rejected or "fail" and for creativity to be tested against business objectives.

**BOOK YOUR WORKSHOP TODAY: 01183 282655**



£1,200+VAT



FULL DAY



MAX: 16



PROVIDED



FLEXIBLE

# FEARLESS DECISION MAKING

Make better decisions, faster and with less risk.

*"Superb seminar with @OobaCreative. Really gave us something to think about."*



## OVERVIEW

The world is uncertain. But there are ways to ensure you're making better decisions and have the confidence to make the decision with conviction. Even if that is just working out how to minimise the downside if it all goes wrong. If you want to be able to make better decisions, faster and with less risk you need to get more creative to see the whole picture. This training day will show you how.

## STRUCTURE

This training is delivered across 1 full working day. It is split up into 4 mini-workshops and discussions with regular breaks, including 45mins for lunch.

## CONTENT, EXERCISES & RESOURCES

All our training is hands-on, exercise based, conversation generating and engaging. This training day covers: The Decision Making Process, Alignment to goals, Decision Fatigue, Assumption Flagging, Fear Reversal, Taking Emotional Decisions, Minimising the Downsides, Group-Think & Biases and Decision Commitment Strategies.

All training resources will be supplied.

## DELEGATES WILL BE ABLE TO...

- Follow a decision making methodology that empowers them to see both the bigger picture and the granular implications of their decision.
- Establish a clear understanding as to how the decision will effect the business and the people involved - in the short and long term.
- Utilise proven strategies to take decisions that they are emotionally attached to and determine the course of action required.
- Know when to rest, seek inspiration, connect the unconnected, spot biases and not to rely on assumptions or past 'accepted wisdom'.
- Role play "worst case" and "magic wand" scenarios. And know when it just doesn't really matter either way - Just do it, because not making a decision is a decision in itself.
- Understand how to implement prototyping and testing in order to minimise resources and risk.
- Communicate and implement the decision with confidence and clarity.

## THE BUSINESS BENEFITS BECAUSE...

- Staff will be more autonomous and able to make complex decisions without referring to senior management as much.
- Senior management will have more confidence in their team's decision making capabilities and trust them to deliver. Meaning they can focus on more innovative and strategic activities.
- Decisions can be made faster so resources can be utilised on implementation (and not on lengthy procrastination-paralysis)
- Any changing, pivoting and u-turns can be made more rapidly - minimising resource costs.

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FULL DAY



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FLEXIBLE



"Adam Clark you are AWESOME! What a great session with you - thank you!"

Julia Blake, Blake Consultants Ltd



# THE POWER OF LEVERAGE

Get more done... with less.

*The ability to influence a system, or an environment, in a way that multiplies the outcome of one's efforts without a corresponding increase in the consumption of resources. In other words, leverage is the advantageous condition of having a relatively small amount of cost yield a relatively high level of returns.*



## OVERVIEW

How to get more done - with less. Simple, but not easy. Ever wondered how some businesses (and people) seem to get so much done? How they have the time to come up with good ideas? How they seem to be getting results with a whole lot less effort? A lot of it can be put down to something called "leverage". Get more done - with less. We show you how.

## STRUCTURE

This training is delivered across 1 full working day. It is split up into 4 mini-workshops and discussions with regular breaks, including 45mins for lunch.

## CONTENT, EXERCISES & RESOURCES

All our training is hands-on, exercise based, conversation generating and engaging. This training day covers: The Elements of Leverage, The Benefits of Leverage, Examples of Leverage In Your Organisation, New Leverage Opportunities Explored, Time/Cost Opportunity, Communicating Leverage Ideas Successfully, How to Implement Leverage Ideas, Measuring ROI.

All resources will be supplied.

## DELEGATES WILL BE ABLE TO...

- Understand what Leverage really is, how it is utilised by successful companies and the elements of business activity that contribute to leverage.
- Spot a Leverage Opportunity and assess how whether it is potentially worth pursuing.
- Understand that leverage requires investment of resources and that a return on that investment is required.
- Communicate leverage ideas as a business case that management can rapidly assess.

## THE BUSINESS BENEFITS BECAUSE...

- Staff will be **pro-actively** looking for Leverage Opportunities rather than just "doing what's always been done".
- Staff will be able to present those ideas quickly and clearly to management to get rapid approval.
- An embedded culture of leverage and innovation is motivating to staff as they can contribute to and feel directly part of the company's success.
- Leverage will enable the business to save time and become more efficient.
- Leverage will enable the business to have the spare capacity to invest in innovation.
- Leverage and Innovation lead directly to greater profits.

**BOOK YOUR WORKSHOP TODAY: 01183 282655**



£1,200+VAT



FULL DAY



MAX: 16



PROVIDED



FLEXIBLE

# PROBLEM SOLVING & IDEATION WORKSHOPS

Tackle a specific challenge whilst learning about Design Thinking



## OVERVIEW

If you have a problem, challenge, quandary - or if you just need clarity on something, then creative/ideation workshops are a highly effective way to break through the barriers and get solid ideas on the table that can be implemented. Ooba Creative are proficient and experienced at asking the right questions, breaking down assumptions, driving the conversation (whilst keeping it focussed) and getting teams to find pathways to achieving their goals.

## STRUCTURE

This 'training' is usually structured as one, two or three half-day sessions. Our role is to progress you through the Empathy, Definition and Ideation stages of the Design Thinking process. We strongly recommend a minimum of 2 half-day sessions - the first session being Empathy & Definition and the second session being Ideation.

If required, we can attack the challenge in a full day's session. However, we strongly recommend a proper lunch break where everyone can completely switch off from the morning session and clear their heads for the afternoon session.

## CONTENT, EXERCISES & RESOURCES

Ooba will facilitate the sessions by opening up the conversations and monitoring focus, looking for assumptions, guiding thought processes and positively challenging people's input.

We can provide all resources such as stickies, pens, flip-charts and whiteboards. If we are executing the event on-site at your offices, please discuss and requirements with us first.

## DELEGATES WILL BE ABLE TO...

- Work as a collaborative, creative team.
- Understand the Design Thinking process
- Create Empathy Maps and Heroes Journeys
- Zone in on "the real problem" by cutting through the complexity and defining the most important solutions they should be working on.
- Generate innovative ideas and be able to assess them and build on the team's engagement.
- Spot Assumptions, Group-Think and Limiting Beliefs.

## THE BUSINESS BENEFITS BECAUSE...

- The business gets real-world, hands-on solutions on the day (that can be acted on immediately) whilst staff have simultaneously learned powerful methodologies and tools for innovation.

**BOOK YOUR WORKSHOP TODAY: 01183 282655**



£600+VAT



HALF DAY



MAX: 16



PROVIDED



FLEXIBLE

..... Culture... Be.



*Inspiring businesses to embrace  
Creativity, Disruption, Innovation*



“Fabulous workshop today with  
@OobaCreative - looking forward to the next one”

Michelle Bailey, People Essentials Ltd

# OBLITERATE DECISION FATIGUE

Get clarity, de-clutter, simplify and refocus.

*"You get more of what you focus on. Focus on the outcomes and results you need ... not stress and uncertainty"*



## OVERVIEW

Decision fatigue is real. It's why 'clever people', like judges, make bad decisions if they don't get enough breaks. The knock-on effect is more chaos, as bad decisions then have to be rectified. This creates an insidious cycle of stress, worry, lack of sleep, an overly emotional state of mind - and leads to even more bad decisions. It's a cycle of depressing failure that can creep up on us. It can be stopped. Discover how to de-clutter, simplify, focus and get clarity so you can slow down the chaos and make the time to make better decisions.

## STRUCTURE

This is a half-day session. We can set start and finish times to suit your needs.

## CONTENT, EXERCISES & RESOURCES

All our training is hands-on, exercise based, conversation generating and engaging. This training covers: How Decision Fatigue Manifests Itself, The Individual and Business Impact of Decision Fatigue, Deconstructing the Situation, Empowering Change, How Health, Fitness & Diet Impact Your Ability To Make Decisions, Capturing Crystals of Time, Tool-kit for Change Implementation.

All resources will be supplied.

## DELEGATES WILL BE ABLE TO...

- Understand how the loop of decision fatigue creates bad outcomes, additional problems and increased fire-fighting.
- Recognise when decision fatigue is creeping into the team and their role and take action.
- Take ownership for their decisions, their health and their wellbeing.
- Utilise Design Thinking to deeply assess what areas of chaos to tackle first and which ones will have the biggest impact.
- Action plan their way out of decision fatigue and generate 'clear fresh air' for them to operate at their best performance.

## THE BUSINESS BENEFITS BECAUSE...

- The mental wellbeing of your staff is important. Ongoing decision fatigue is costly and can lead to 'overwhelm' if not managed. By empowering your teams to take action early, it saves time, energy and resources.
- Staff know when to take action against decision fatigue. This is empowering in its own right. Just by having a tool-kit to work with, provides reassurance, calm and a sense of control.
- Managers can recognise when they are creating to their team's fatigue and adjust their management style accordingly.

**BOOK YOUR WORKSHOP TODAY: 01183 282655**



£720+VAT



HALF DAY



MAX: 16



PROVIDED



FLEXIBLE

# EMBEDDING HEALTH STRATEGIES & HABITS

Discover how to build long lasting, consistent habits to stay healthy and energised.



## OVERVIEW

Up early. Working late. Working through lunch? Trying to buy something quick, tasty and healthy from the local sandwich shop? Too many cakes and birthdays? Maybe you have an office canteen. Maybe it's drinks after work. It's hard. And it seems the work environment isn't that great for our health and well-being. And yet, we know that healthy, fit, vibrant people are more confident, like themselves more, sell more, achieve great results and take less time off sick. But, when you're extremely busy how do we fit 'healthy' in?

## STRUCTURE

This is a half-day session. We can set start and finish times to suit your needs.

## CONTENT, EXERCISES & RESOURCES

All our training is hands-on, exercise based, conversation generating and engaging. This training day covers: The Significant Impact of Healthy Habits, Health & Nutrition Fundamentals, Where Does My Day Go?, How Lasting Habits Are Formed, Discipline Strategies To Implement Change, Micro-Changes That Yield Results.

All resources will be supplied.

## DELEGATES WILL BE ABLE TO...

- Understand just how significant their health, wellbeing and nutrition is to their personal and business success, mindset and happiness.
- Determine their existing habits, routines, behaviours and beliefs and understand how these are impacting them.
- Deconstruct their time allocation and evaluate their priorities.
- Take responsibility for their health and own their current situation.
- Establish health 'parameters' that they can work to.
- 'Be healthy' rather than 'do healthy'.
- Set practices, habits and routines (rather than aspirations and goals) in order to effect change.

## THE BUSINESS BENEFITS BECAUSE...

- A healthy workforce is important to the overall success of the company.
- Physically fit staff are more resilient and less likely to be off sick.
- Companies with strong health and wellness programs outperform others on the stock market.
- A healthy workforce shows in a company's data – in increased productivity, lower absenteeism and improvements in talent acquisition & retention.

**BOOK YOUR WORKSHOP TODAY: 01183 282655**



£720+VAT



HALF DAY



MAX: 16



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"Adam is a Marketing Ninja"

Amma'Ledisi Solomon-Browne  
The Family and Social Wellness Practice



# MASTERING SELF DISCIPLINE

Ensure you're doing the things that need to be done.

*A disciplined mind leads to happiness, and an undisciplined mind leads to suffering*



## OVERVIEW

Doing the things that need to be done - even when you don't feel like doing them. Almost every inspirational, personal development coach (from Jim Rohn and Tony Robbins to Bruce Lee, Muhammad Ali and even the Dalai Lama) express the intense value of being able to execute what needs to be done: "A disciplined mind leads to happiness, and an undisciplined mind leads to suffering".

## STRUCTURE

This is a half-day session.

## CONTENT, EXERCISES & RESOURCES

This training is a combination of presentations and hands-on exercises. This training covers: Discipline And Motivation, Why Change Is Hard, Retraining Your Brain, Removing Distractions, Eliminating Procrastination Tools, The Process of Forming New Habits.

This is an intense half day. There is a large amount of content in this session and, unlike many of our other courses, attendees are expected to be very much in 'learning mode' (as opposed to 'absorbing mode') and are advised to take detailed notes.

## DELEGATES WILL BE ABLE TO...

- Understand what discipline really is, how it manifests itself and why motivation, resolutions and setting goals can be fruitless.
- Appreciate why discipline is so hard and how to combat this in-built human mental mechanism - whether it is taking a tough decision or refraining from eating another biscuit.
- Start retraining their own brain to be a disciplined tool that they control from their Human Brain rather than their Chimp Brain.
- Understand the insidious power of distractions as well as emotionally draining environments and people. We will also briefly cover health, diet and wellbeing.
- Consciously form new habits and understand just how hard this can be. Tenacity and persistence are key to success.

## THE BUSINESS BENEFITS BECAUSE...

- Businesses need managers to take the decisions that need taking and implement the projects that need implementing without procrastination or hesitation.
- Businesses need staff to do the things that need doing and, very often, not do the things that they shouldn't be doing. Humans, naturally, veer towards the easy, quick, least emotional and most comfortable tasks - avoiding the ones that they know need to be done but have larger consequences or greater risk. Businesses need staff to be able to understand the risks, 'bite the bullet' and take action.

**BOOK YOUR WORKSHOP TODAY: 01183 282655**



£720+VAT



HALF DAY



MAX: 16



PROVIDED



FLEXIBLE

# OVERWHELM: ENOUGH IS ENOUGH!

Find a new, energising freedom to take back control.



## OVERVIEW

Not everyone admits that life is getting on top of them. Usually from multiple angles all at the same time. Entire teams find themselves at the mercy of an ever increasing workload, reduced budgets and the mantra of “more”. This workshop is to create a safe space to look at all the multiple factors creating the stress and work through them. We might not change the world in a day, but we can at least make a start and set a plan in motion.

## STRUCTURE

This is a half-day session. We can set start and finish times to suit your needs.

## CONTENT, EXERCISES & RESOURCES

This is a guided conversation session. In reality, this is an exploratory workshop, facilitated by Ooba, where we use the power of Design Thinking to enable attendees to start empathising with themselves, deeply defining and assessing their situation and generating ideas as to how to break down each challenge in a controlled way. People in overwhelm are in a fog of internal and external forces (all over-lapping) that have created a loss of control and an impending sense of disaster. Focus shifts onto the pain of the environment/situation and the team then struggles to be able to see solutions and pathways out of it. This workshop is an empowering session where we open up the room with

exploratory questions and get maximum contribution whilst ensuring we cover the following:

- **Delivery:** What does Overwhelm really mean and how does it happen.
- **Conversation:** Why are we here? What has happened to get us to this point? How can we deconstruct the three dimensional layers of overlapping contributing factors to our situation.
- **Delivery:** Time - We are only now. Everything in the past is gone. Everything in the future is up for us to shape.
- **Exercise:** Who are we to be overwhelmed? Recognising our role and taking our share of responsibility for our current situation
- **Delivery:** Explaining the first three elements of Design Thinking: Empathy, Definition and Ideation
- **Exercise:** Creating an Empathy Map and Heroes Journey for the team.
- **Exercise/Conversation:** The 5 Whys: What key problems/challenges are the most important to get started on and triage rapidly
- **Conversation:** Implication of not resolving our challenges.
- **Exercise:** Ideation as to what can be done.
- **Conversation:** But we are too busy just ‘surviving’? What can we do?
- **Exercise:** Capturing Crystals of Time
- **Close:** Agree a quick-fire and immediate action plan to put into place.

## THE BUSINESS BENEFITS BECAUSE...

- The business gets a team of people who can see clear and practical actions, that they can take immediately, to start taking back control and counter-acting the internal and external forces that are preventing them from delivering to the standards the team aspire to.

**BOOK YOUR WORKSHOP TODAY: 01183 282655**



£720+VAT



HALF DAY



MAX: 16



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# BOOK YOUR TRANSFORMATIONAL TRAINING TODAY

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