

Sense Worldwide InnoLead Master Class

How to increase your delivery of breakthrough results by 65% using cognitive diversity.

sense
worldwide



The Garage

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sense
worldwide



Jeremy Brown is the Founder and CEO of Sense Worldwide.

Since 1999, Jeremy has collaborated with many of the world's most innovative companies to help them to be more innovative and deliver billions in growth.

Sense Worldwide helps innovators to see differently, think differently, and deliver breakthrough results.

We seek out fresh perspectives from unexpected sources. We call this cognitive diversity. This is how we provide innovation teams with the inspiration and confidence to make strategic leaps into the future.

Our success stories include Nike, SC Johnson, GE, PepsiCo, Sonos, Barclays and Microsoft.

Ed Essey is the Director of Business Value at Microsoft Garage.

Ed manages and coaches teams in the Microsoft Hackathon. He is a thought leader in innovation and intrapreneurship, with thousands of followers on his blog.

www.EdEssey.com





Dr Adam Kitt is the R&D Manager at Sense Worldwide.

He has over a decade of experience academic research to help businesses develop their creativity, innovation, and leadership potential.

The five big things we will share today:

01 Demonstrate the importance of cognitive diversity.

02 Summarise 25 years of intuitive practice and academic learning.

03 Reveal the business value for Microsoft's hackathon.

04 How to design and optimize innovation teams.

05 How to increase your delivery of breakthrough results.

TO STAY COMPETITIVE,
ORGANIZATIONS MUST
CONTINUOUSLY SEEK OUT
FRESH PERSPECTIVES.

Fostering a DE&I workforce is essential, but organizations have yet to embrace the true value of diversity to deliver innovation breakthroughs.



Leaders must adapt to suit the needs of diverse talent, ideas, customers, and markets.

The result of doing so includes a:

- 17% increase in team performance,**
- 20% increase in decision-making quality,**
- 29% increase in team collaboration.**

**The Diverse and Inclusion Revolution
Eight Powerful Truths
Deloitte**

The gig economy offers a massive resource of ideas, insight and inspiration that bring the outside in, yet organizations still innovate from inside their walls.



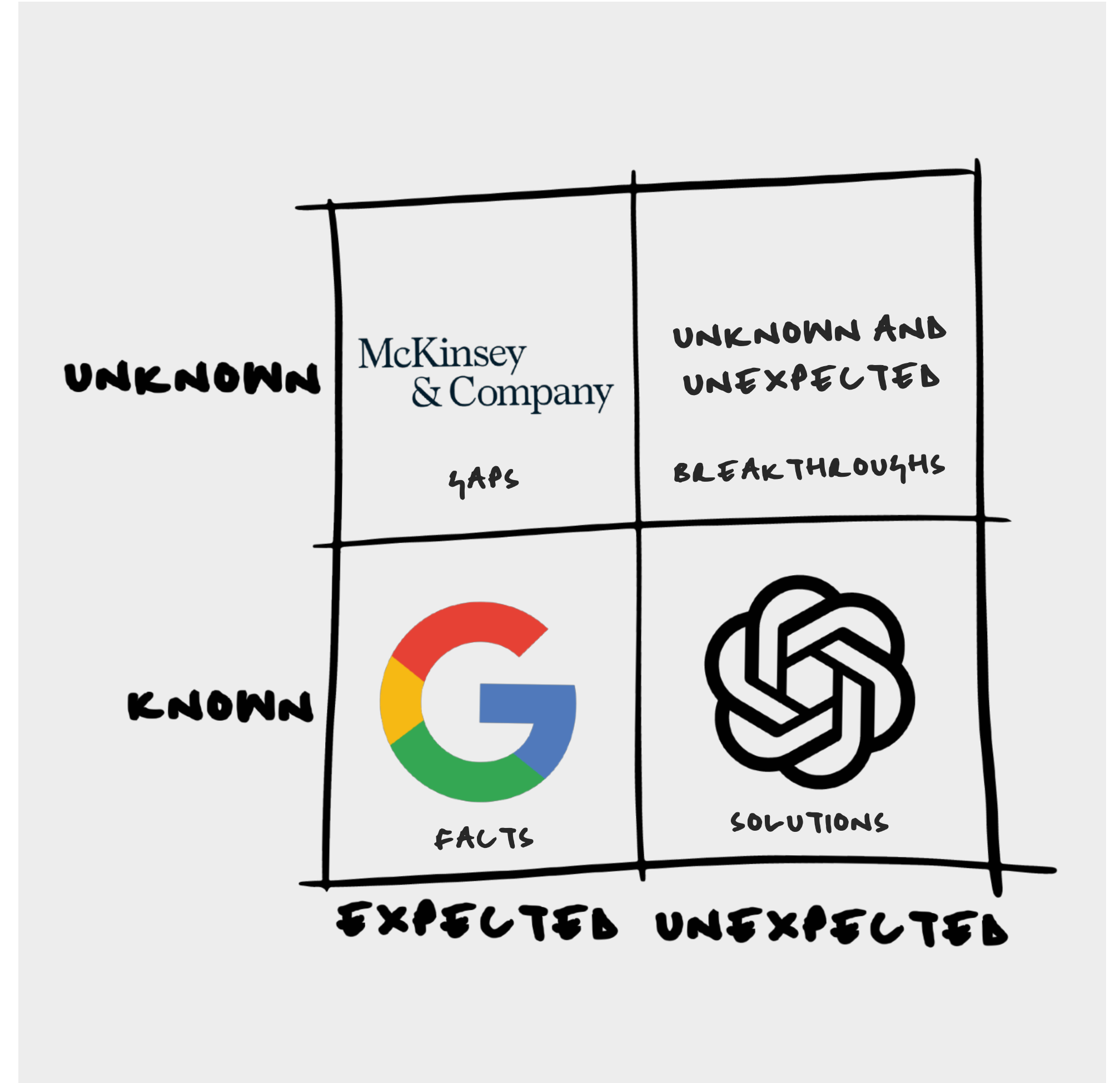
By 2027, over half the US workforce will be involved in the gig economy.

**No. of freelancers in the U.S. 2017-2028
Statistica Research Department**

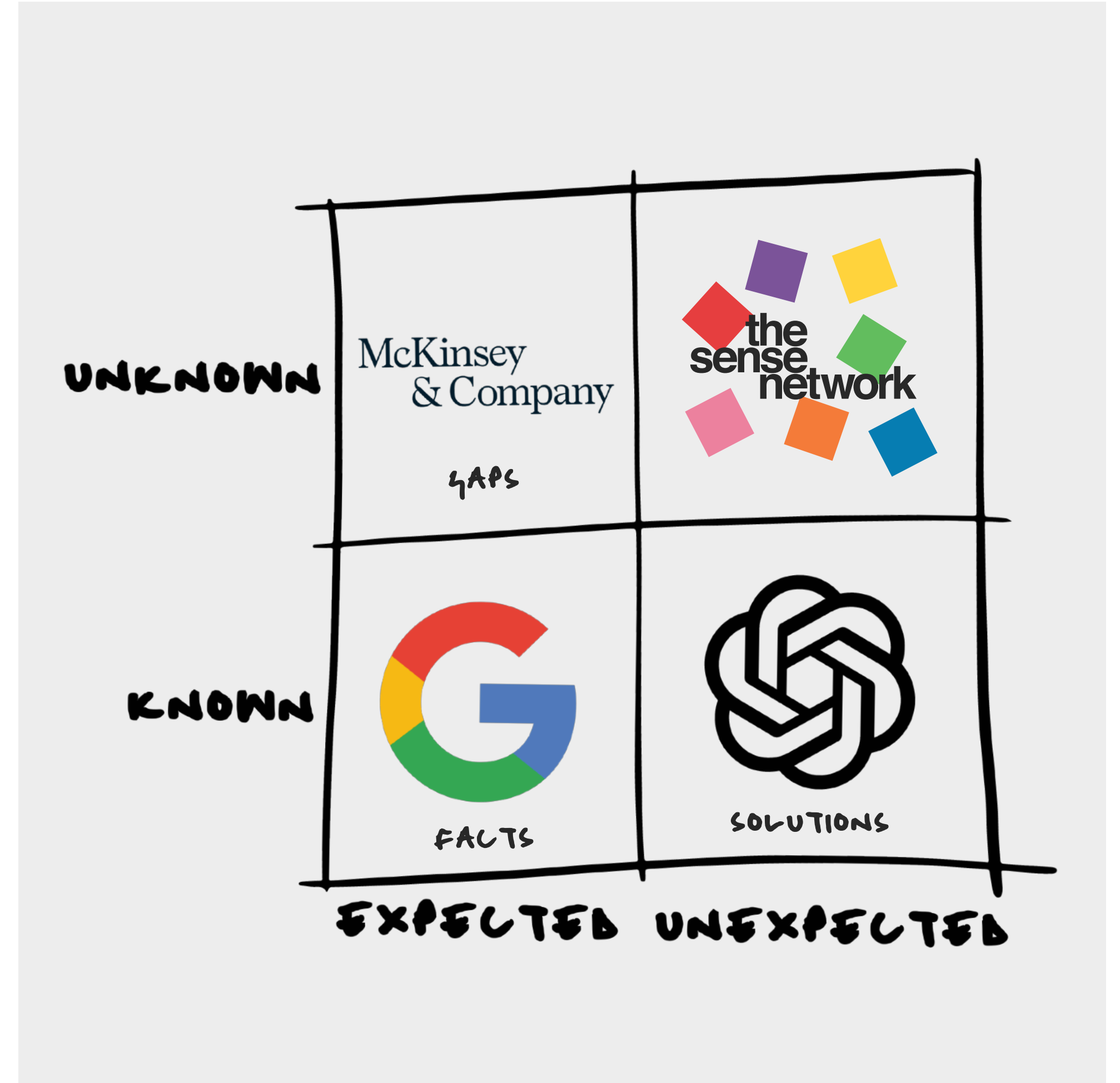
Diverse and globally distributed teams are more likely to seek out the unexpected and make leaps into the unknown.



In the era of AI, to remain competitive, humans must challenge conventions and think beyond the obvious.



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THIS IS HOW WE INNOVATE

The Sense Network helps innovators to see things differently, think differently, and act with imagination.

6,292
Network Members

1,313
Global Cities

25,349
Collaborative hours

556
Future-proofed Projects



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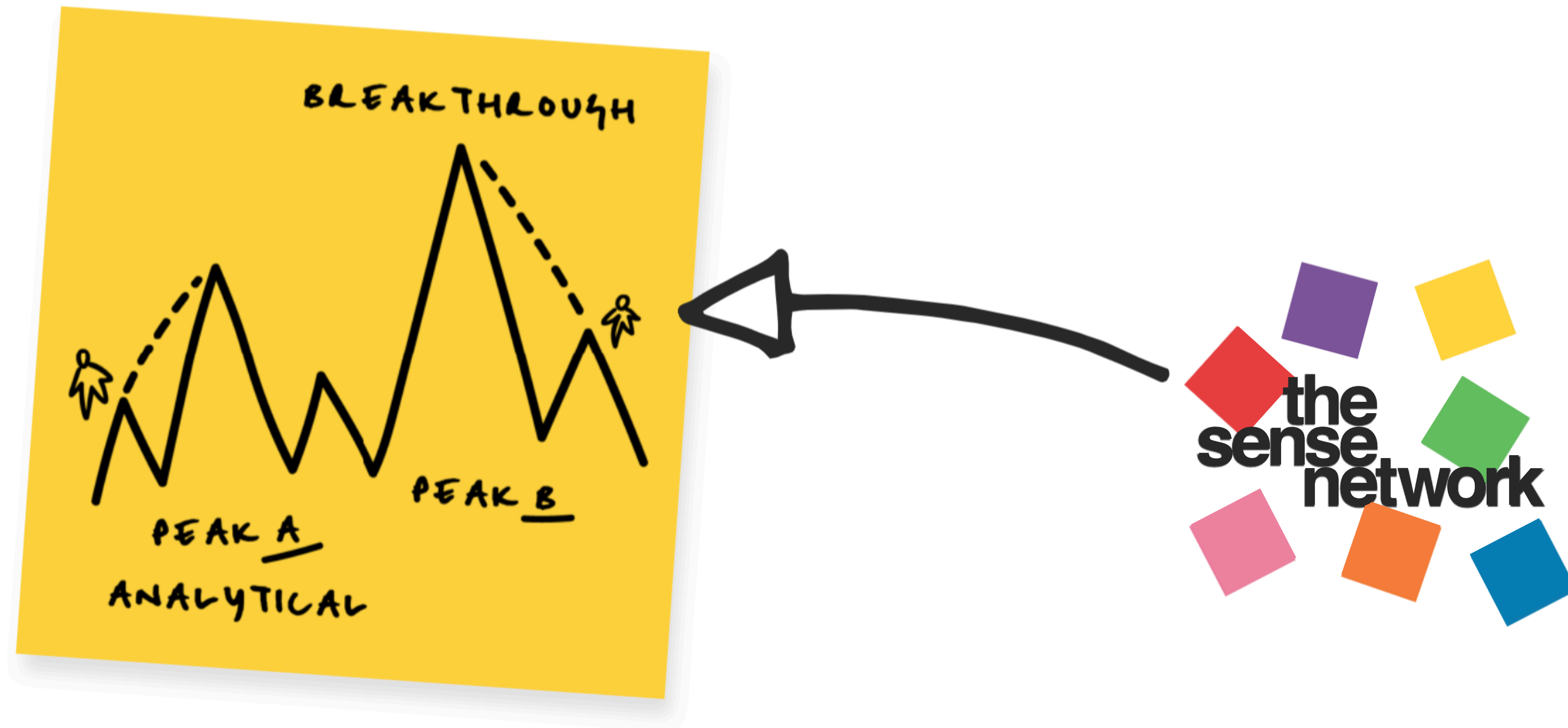
There are people in society who are already living in the future.

What they are thinking, feeling and doing today is an indicator of where mainstream culture is heading tomorrow.

We collaborate with these outliers to understand and create the future, today.



The Sense Network elevates analytical thinking and delivers consistent breakthrough results.



The Future of the Bathroom Cleaning

How might we disrupt the cleaning category?

HOW CONSUMERS
LIVING WITH OLD
REVEALED THE
FUTURE OF
BATHROOM
CLEANING.



Scrubbing Bubbles generated 14,784 ratings on Amazon with an average score of 4.7/5.0.

By comparison Apple's iPhoneX had 10,431 ratings with an average score of 4.2/5.0.

Not bad for a toilet brush.



THIS IS THE SCIENCE OF
COGNITIVE DIVERSITY

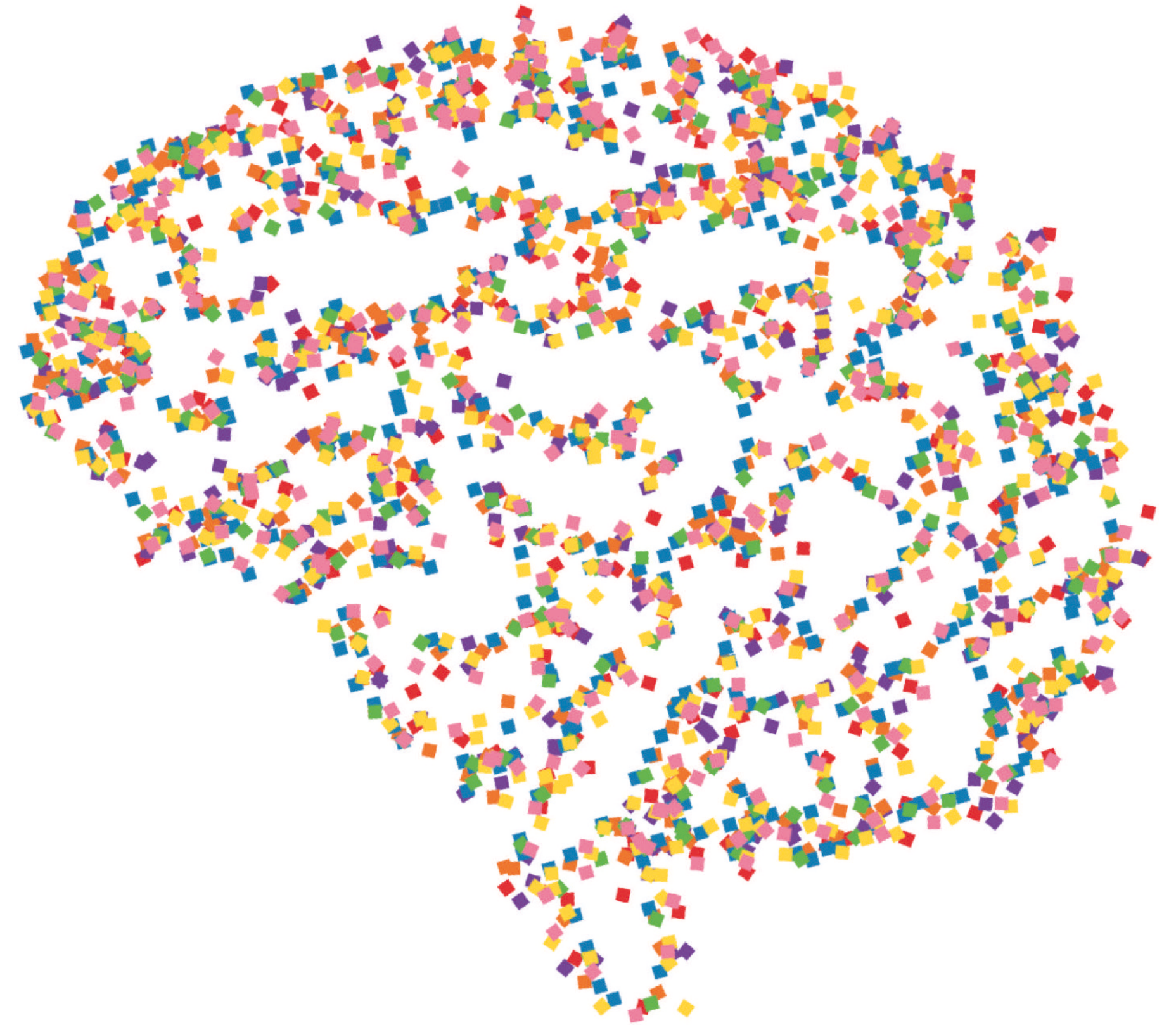


Cognitive diversity is defined as differences in perspectives or information processing styles.

It is not predicted by factors such as gender, ethnicity, or age.

Specifically it's how individuals think about and engage with new, uncertain, and complex situations.

Harvard Business Review



Diverse perspectives lead to a broader range of approaches and solutions.

Diversity Wins: How Inclusion Matters
McKinsey & Co

McKinsey & Company

Different thinking styles fuel innovation to inspire fresh ideas.

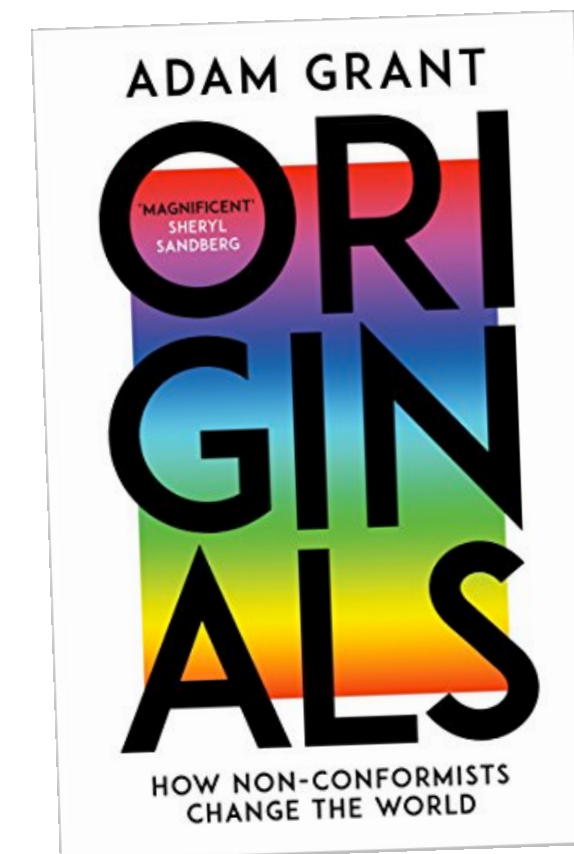
Diverse Teams Feel Less Comfortable - and That's Why They Perform Better
Harvard Business Review

Harvard Business Review

Deloitte

Diverse teams are better equipped to adapt to rapidly changing markets and technologies.

Diversity and Inclusion Resolution
Deloitte Review



Creators are more open minded and will increase your accuracy and odds of betting on original innovations, by 65%.

Originals: How Non-conformists Change the World
Prof. Adam Grant

How do you organize your innovation team?

- 1. Siloed by expertise.**
- 2. A multidisciplinary team.**
- 3. Specifically profiled project team.**
- 4. I'd rather not say.**

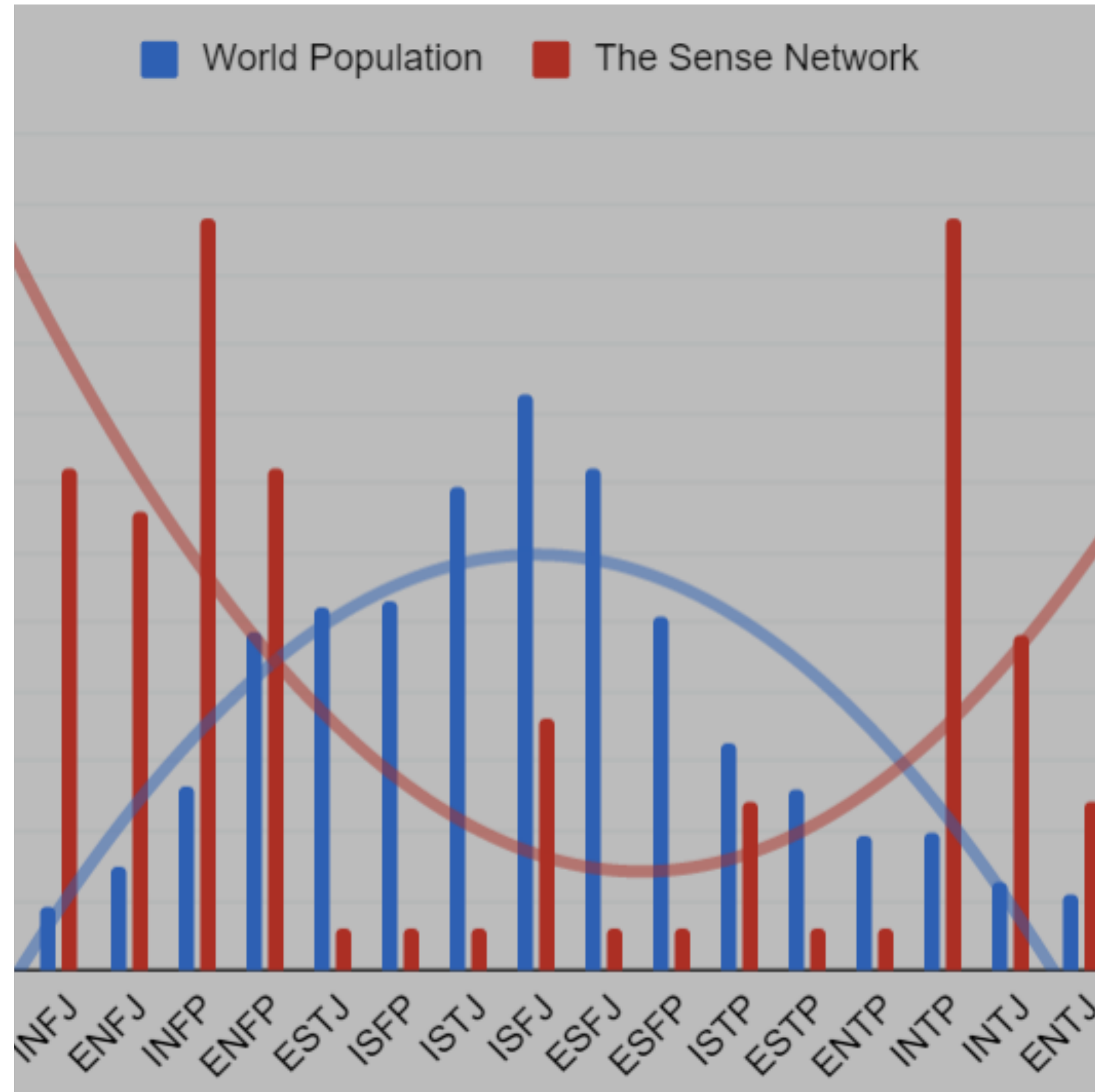
OUR RESEARCH GOES
BEYOND THE OBVIOUS.

“

Our analysis of over 50 innovation project teams found a pattern that the most successful breakthrough innovation projects tend to have similar, visibly higher cognitive diversity scores.

**Kamila Jasinska
Business Analytics
University College London**





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85% of The Sense Network has a intuitive cognitive style, compared to 27% of the mainstream population.

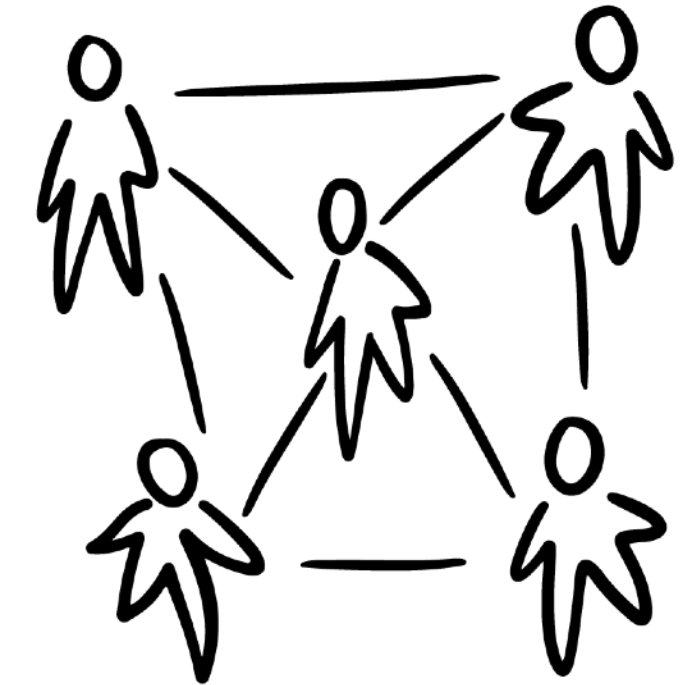
These individuals are deeply reflective, big-picture thinkers, and enjoy imagining new possibilities.

**Kamila Jasinska
Business Analytics
University College London**

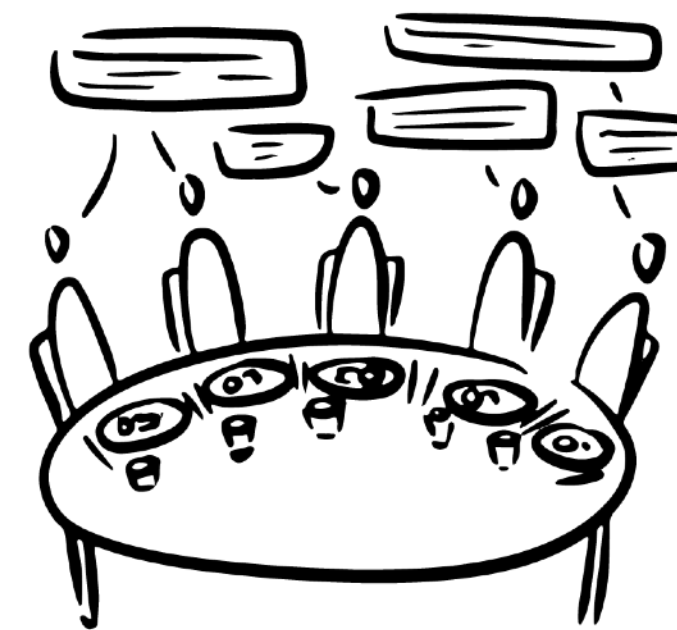
Aesthetic chills:
Creative people are awed
by nature, art, and music.



**Social conformity stifles
innovation. Cognitive
diversity creates frisson.**



**Diverse cultural
experiences stimulate
mind expanding ideas.**



**Teams with cognitive
diversity develop ideas
that excite the C-suite.**

How many of these traits do you personally embody?

- 1. I am an intuitive Myers Briggs type.**
- 2. I get chills when I engage with art, poetry, or music.**
- 3. I encourage creative tension within meetings.**
- 4. I have lived in three or more countries.**
- 5. I tailor my teams to the specific job at hand.**

How might we supercharge future Hackathons by harnessing the power of cognitive diversity?



The Garage

Test the Cognitive Diversity of your team, today.

What are your innovation superpowers?

How do your skills best fit and add the most value to the innovation process?

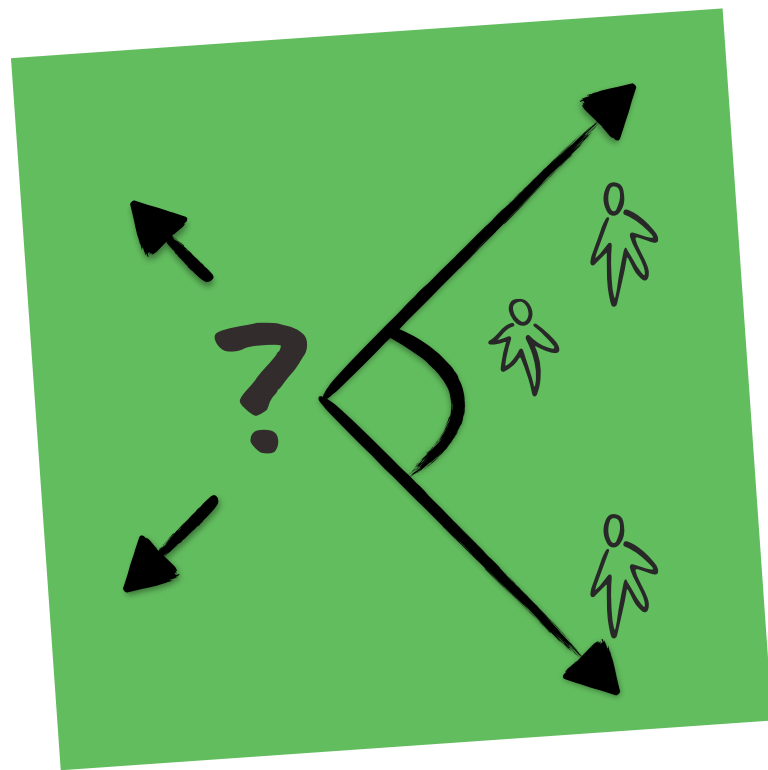
We are offering exclusive access to our new tools to the first three people who reach out and say hello.

Email: jeremy@senseworldwide.com

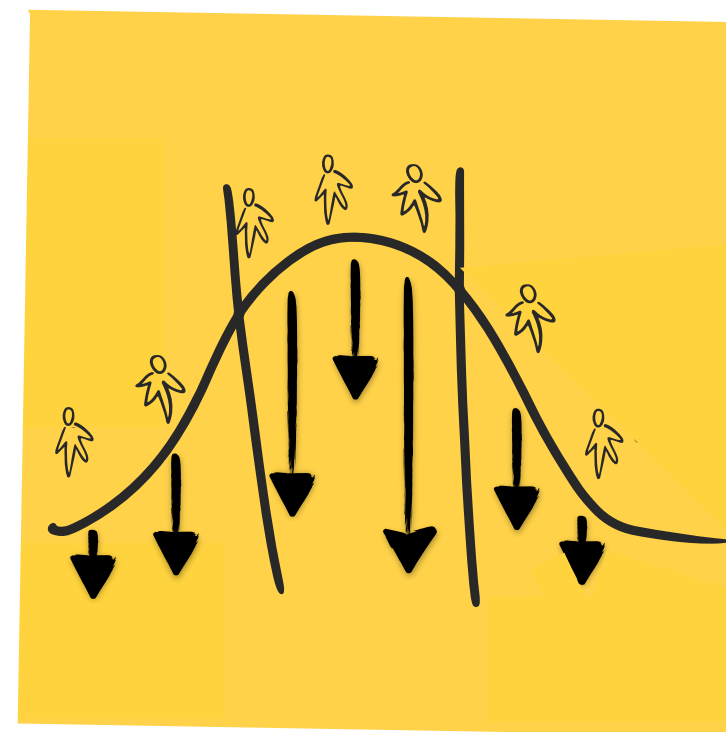


HOW MIGHT WE PUT
COGNITIVE DIVERSITY
INTO THE HANDS OF
EVERY INNOVATOR?

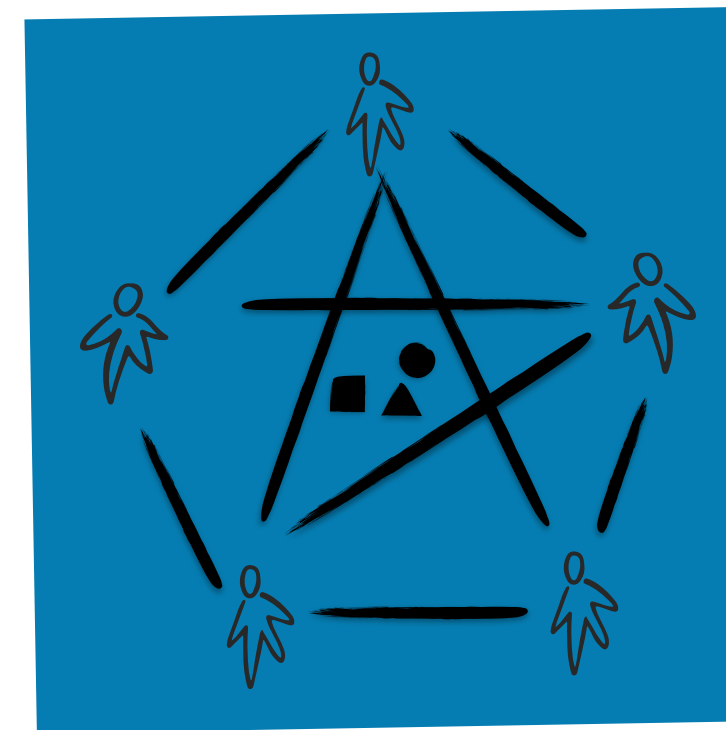
Deliver consistent breakthrough results with the cognitive diversity of The Sense Network.



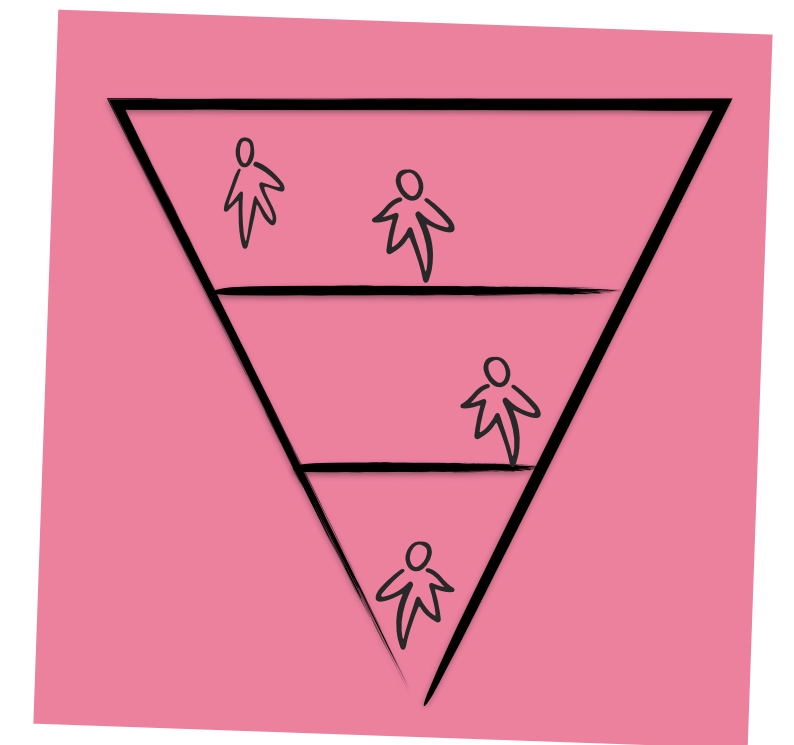
DISCOVER
MIND EXPANSION



DEFINE
DEEP DIVE



IDEATE
CO-CREATE



EVALUATE
TEST

A turn key solution for consistent breakthrough results.

The Sense Network supplements and complements innovation teams to deliver breakthrough results.

We have developed an algorithm that integrates machine learning and natural language processing to identify individuals and design teams for specific innovation activities.

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QUESTIONS?

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thesensenetwork.com

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as you would treat your own.

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