

C2S
THE POWER TO REINVENT

WELCOME

THEM BEYOND THE CONVENTIONAL

WE'LL TAKE YOU FROM WHERE YOU ARE TO WHERE YOU WANT TO BE

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An Inspiration
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HELLO MY NAME IS
Name on p15

It's not to be confused with
from your cat!

Anything real begins with the fiction of what could be.

Imagination is therefore the most potent force in the universe, and a skill you can get better at.

— MARK TWAIN

Think differently about your challenges so we can reshape your future

pepsi, PHILIPS, RAC, Ogilvy, etc.

Today you'll learn about:

- Mindset is the currency of business growth
- Problems are a differentiation opportunity
- An action canvas to solve your challenge
- Massive Transformational Purpose
- A Unified Flow Toolkit
- The pleasure of meeting Sarah and I

NEW MINDSET → NEW RESULTS

Your Conventional Mind

We are always constructing models of the world to explain and predict incoming information

Reality is not as it is, it's how we expect and agreed it should be.

It is a controlled hallucination.

FROM YOUR EXPERIENCE (THOUGHTS AND FEELINGS)

YOUR OWN EXPERIENCE (THOUGHTS AND FEELINGS)

<p>McKinsey & Company</p> <p>McKinsey & Company</p> <p>McKinsey & Company</p>	<p>McKinsey & Company</p> <p>McKinsey & Company</p> <p>McKinsey & Company</p>	<p>McKinsey & Company</p> <p>McKinsey & Company</p> <p>McKinsey & Company</p>	<p>McKinsey & Company</p> <p>McKinsey & Company</p> <p>McKinsey & Company</p>
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Intention

How do you feel about that intention?

What evidence will you have by end of session that you've accomplished your intention? See, hear and feel?

BLEEP BREATH

WANT TO CONTINUE THE WORK?



→ What is the outcome you want...*

You can select multiple services

Choose as many as you like

- cultivating an innovative mindset within your team
- solving a specific business challenge
- attracting more clients
- Other

hello@theideasagency.com





C2S

— PRESENTS —

THINK BEYOND THE **CONVENTIONAL**



THE POWER
TO REINVENT

with Sarah Gregg

Welcome!

With

NIK & SARAH



NIK VENIOS - THE IDEAS AGENCY
Founder
Award-winning Innovator
Drives Opportunity

SARAH GREGG - THE POWER TO REINVENT
Psychologist
Published Author
Empowers Change



Nikolas Venios
Founder

nik@theideasagency.com



Sarah Gregg
An inspiration

sarah@thepowertoreinvent.com



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Kevin Kelly. Executive editor of Wired



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reshape your future





pepsi



DANONE

PHILIPS



HSBC



Superdrug



RAC



Ogilvy

Bespoke MENTORING

Watts Urethane Products

MEMSAHIB'S LOUNGE





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**NEW
MINDSET**

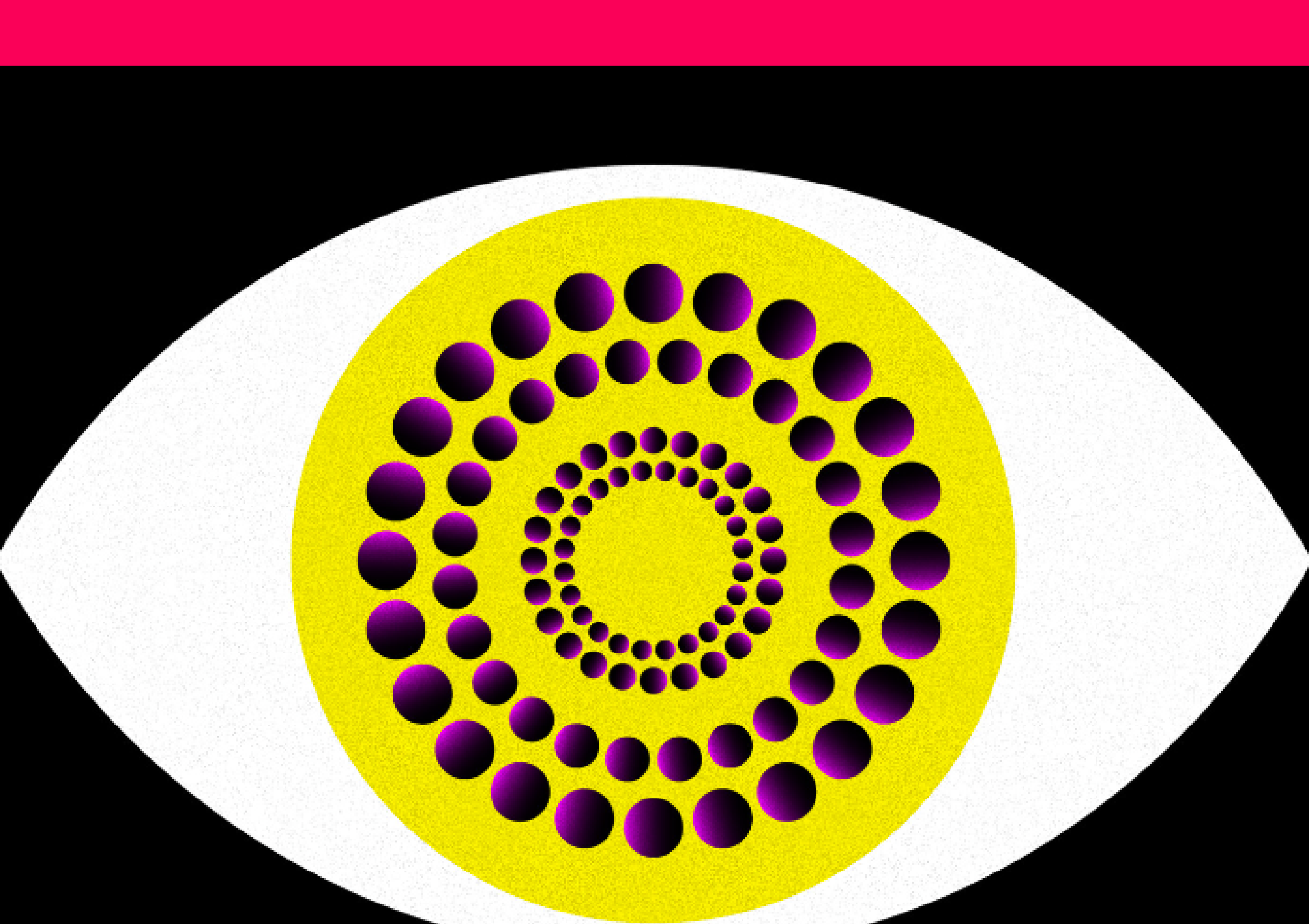


**NEW
RESULTS**



Your Conventional Mind



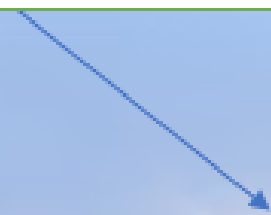


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**FLOW STATE EXPERIENCE
(TRANSISITENT AND TRANSCENDANT)**



**UNIFIED FLOW
(MAIN BODY OF LIFE)**



McKinsey
& Company

McKinsey found a 500% increase in productivity by executives who regularly access flow states.



Harvard found subjects to have THREE DAYS of heightened creativity after the flow state.



Advanced Brain Monitoring & Darpa found subjects to have a 490% increase in skill acquisition.



The University of Sydney found subjects to have a 430% increase in creative problem solving!



Intention

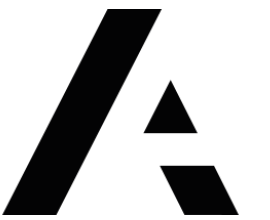
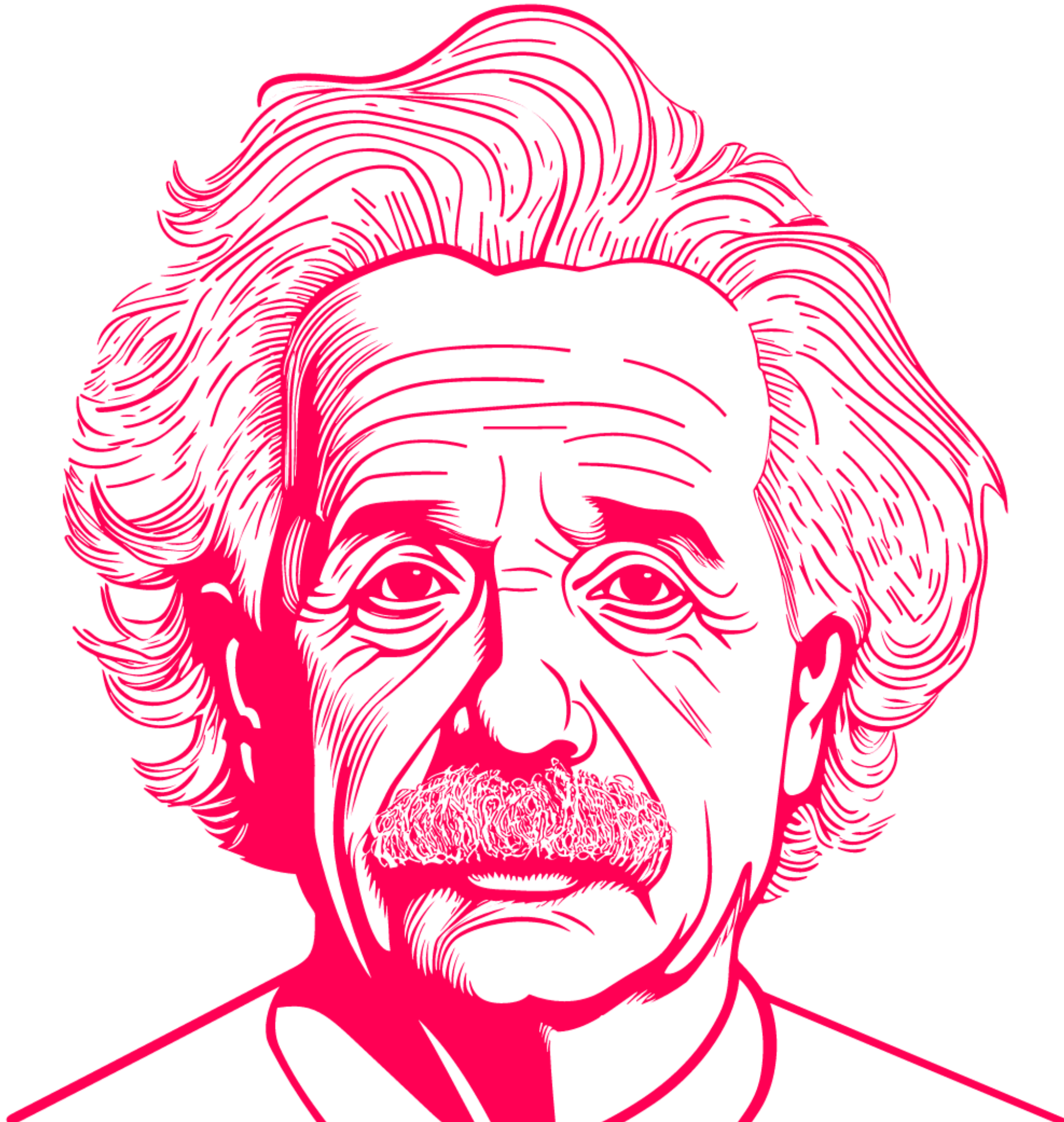
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BLEEP BREATH





HELLO
MY NAME IS
Ron Johnson



HELLO
MY NAME IS
Ron Gone



Rons Challenge

None of this is sales. It's differentiation.

“We need more sales”



**Obvious solution (Just make everything cheap! No Sales)
Difficult to generate any innovative solutions
Customers are not rewarded. Only the co. is**

“How might we make customers feel excited by hunting and discovering bargains”



**Shoppers get delight and a dopamine hit in finding a bargain
Empowers your team to look at the problem differently
Customers gain exponential emotional and benefit**



Your Top Challenges

Attracting
staff

Winning
new
business

Systemising
products

Decarbonising
supply chain

We need to
create a
new
product



A photograph of a Lidl store aisle. The aisle is filled with shelves of products, primarily power tools and home improvement items. A large blue circular sign hangs from the ceiling, reading "Middle of Lidl". Price tags are visible on the shelves, with some showing "1.99" and "2.99". A sign above the shelves reads "When it's g...". The floor is light-colored tile. A text overlay is present on the left side of the image.

“In some areas the products sell out within 15 minutes and then are entirely sold out across the UK within two days.

Lidl's Challenge



“We need more sales”

“How might we become leaner and faster than any other retailer”

Food is displayed in the cardboard boxes it arrives in

All employees are trained to work across every area

Information on receipts is crunched closer together

Big barcodes on packaging - more customers per hour.

There are many more...



Prioritise your challenges

Attracting
staff

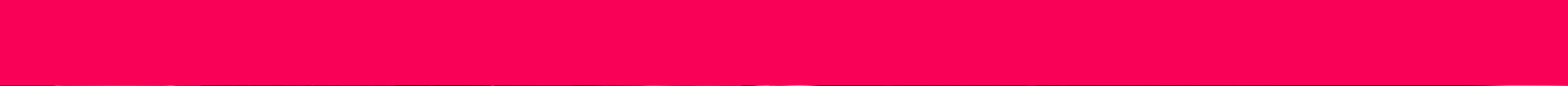
Winning
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Challenge

Negative Assumptions

Positive Opportunities

Reframed Challenge

Place current challenge, here?



We need more clients

You don't have a specialisms

You can't have done what you say you have

The ideas you create never generate big money

It wouldn't work with our team anyway, we're not creative

Sounds a bit airy-fairy and risky

You're too small

MOST IMPORTANT AT TOP



LEAST IMPORTANT



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Our ideas span sectors

Our clients back up what we have done

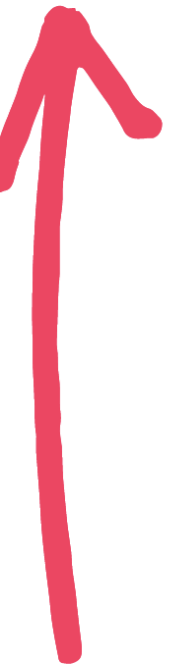
Our ideas generated over £80m in 18 months

Our process can be adapted to work with any team

We remove risk

We're super flexible and have specialists

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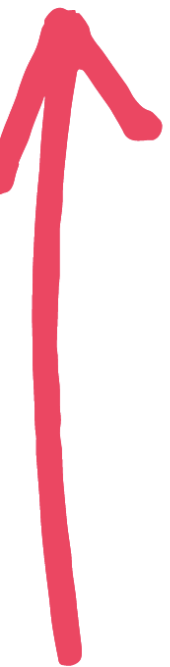
We're super flexible and have specialists

How might we empower our clients to prospect for us?

How might remove risk for for our clients and offer them peace of mind

How might we give prospects a sample of what we can do without a heavy price tag

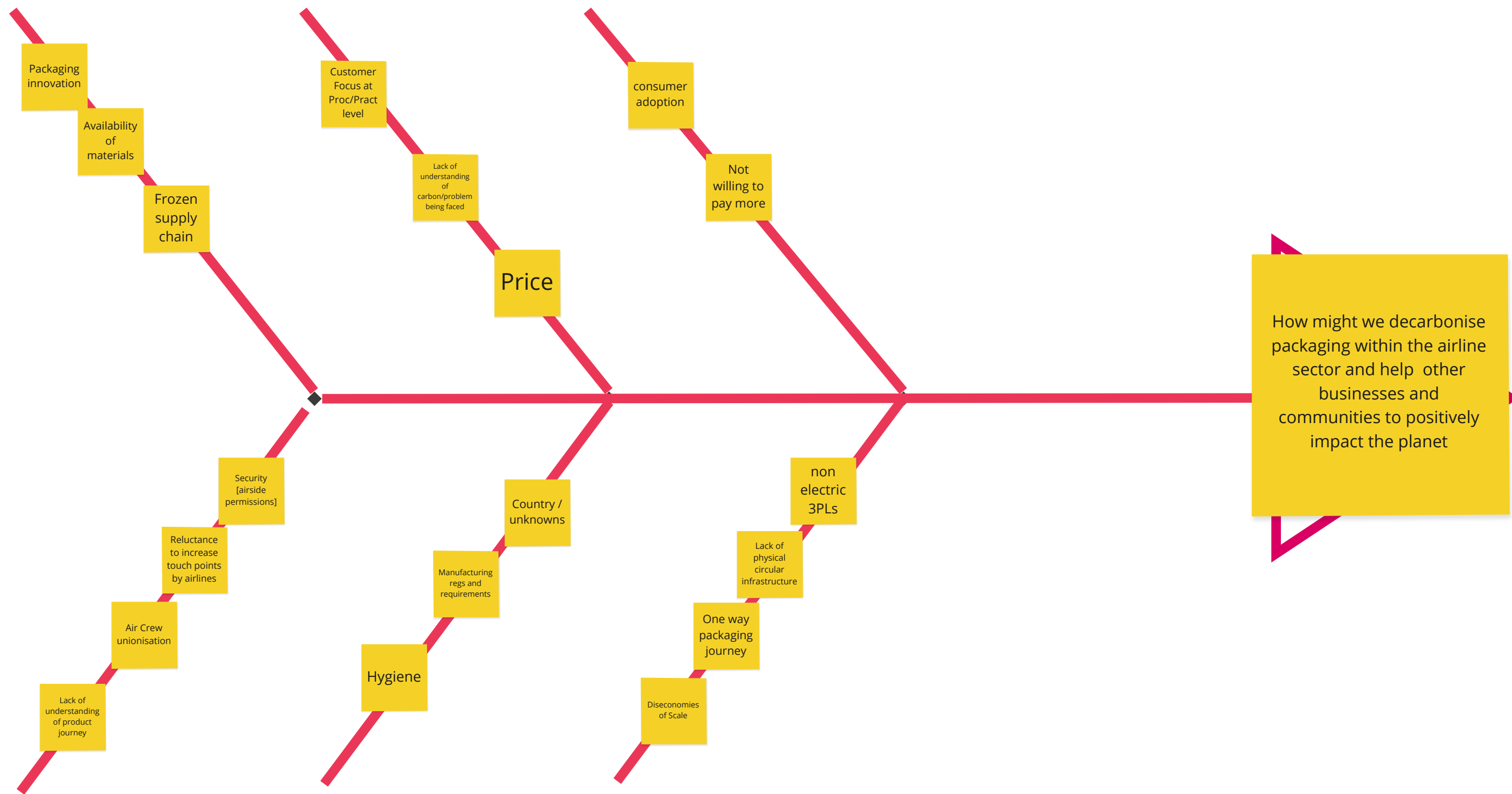
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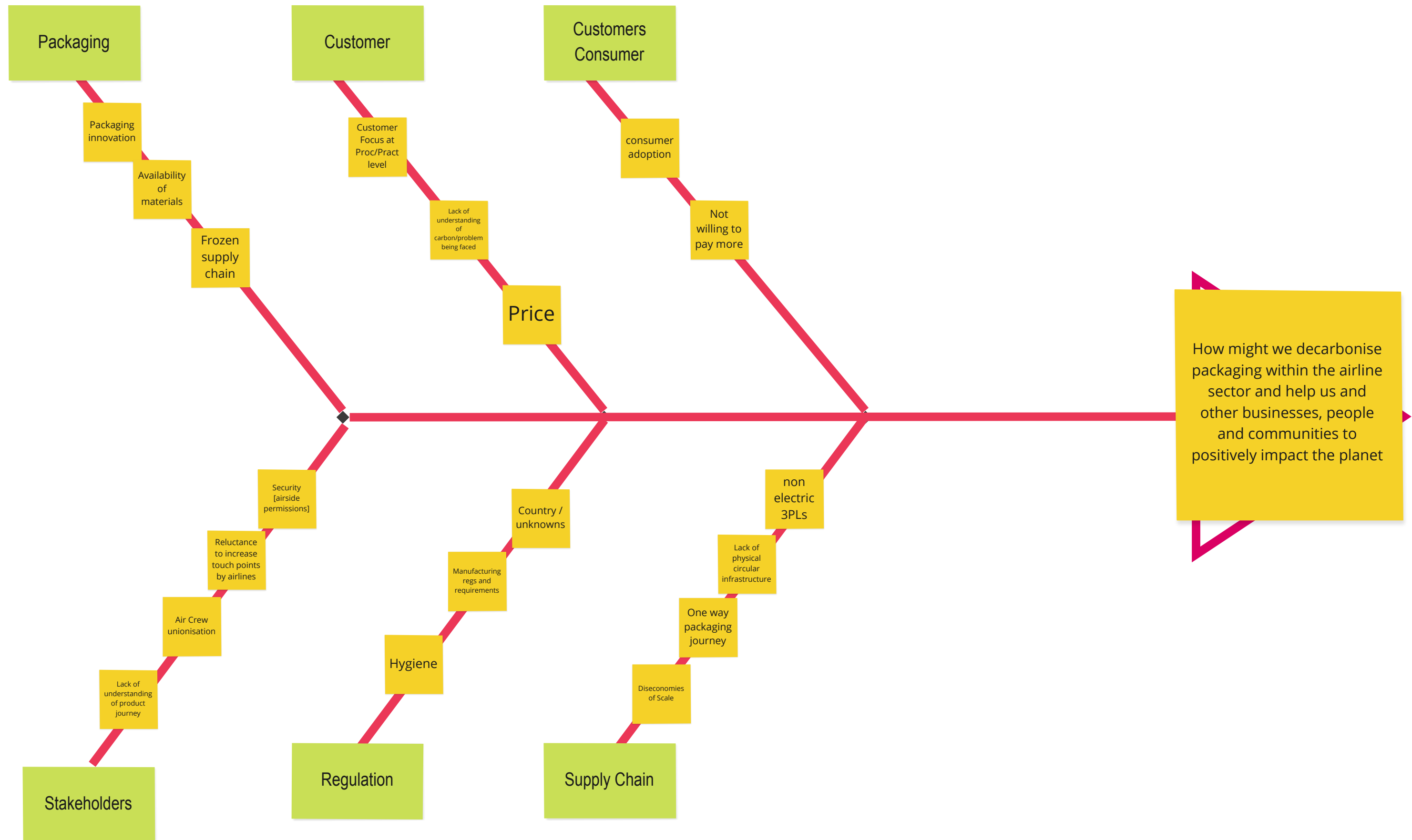


LEAST IMPORTANT



Break





TOP

33



<p><i>Reframed Challenge</i></p>	<p><i>Issue 1</i></p>	<p><i>Issue 2</i></p>	<p><i>Issue 3</i></p>
<p><i>How might we remedy Issue 1</i></p>	<p><i>How might we remedy Issue 2</i></p>	<p><i>How might we remedy Issue 3</i></p>	
<p><i>Who and When?</i></p>	<p><i>Who and When?</i></p>	<p><i>Who and When?</i></p>	



Massive Transformative Purpose and Flow



"Man, this is going to be tough"



39



52

2000



Nik to
print

The global community bids farewell to Unilever, a titan in the consumer goods industry, as it ceases operations after 150 years of market dominance.

But as the tides of the 21st century rose, Unilever found itself gasping for breath, due to the fiery innovation and audacious strategies of its much smaller competitor, P&G.

In a world where only the fierce survive, P&G roared louder, ran faster, and outshined Unilever with their creative brilliance.

P&G didn't just compete; they reimagined, reinvented, innovated and reprioritised, and delivered unparalleled value to consumers worldwide.

Unilever's sun has now set, overshadowed by the colossal eclipse that is the mighty P&G.



The importance of a Massive Transformational Purpose



80



40

2009



What is an MTP?

wh

Massive: Something big and aspirational.

Transformative: Can create significant transformation to an industry, community or to the planet.

Purpose: There's a clear "why" behind the work being done. Something that unites and inspires action.





Ideas worth spreading



Organise the worlds information



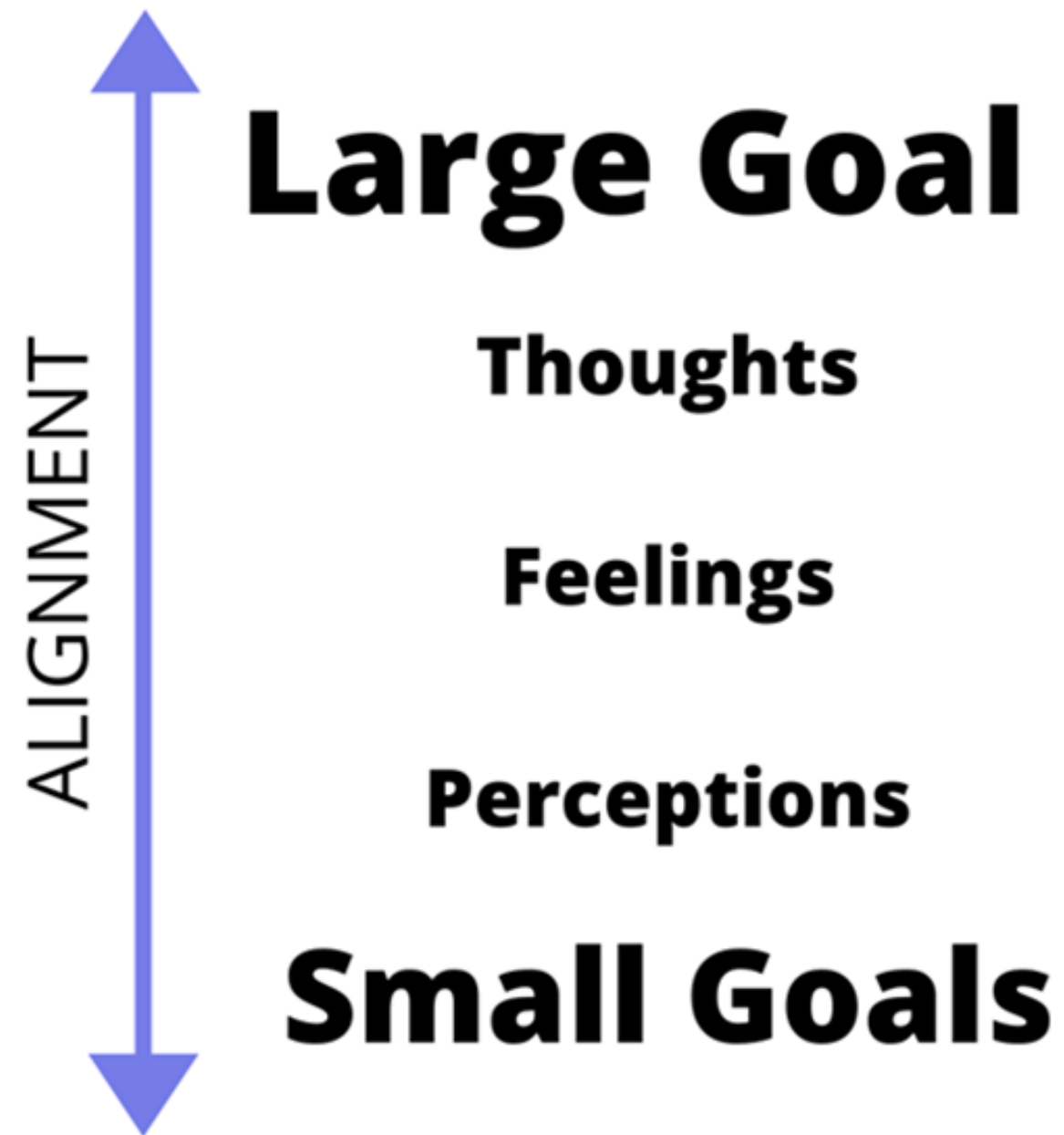
Until every child is well.



The best way to get wherever you are going



MTP and The Psychology of Flow



If a person sets out to achieve a difficult enough goal, from which all other goals logically follow and if he or she invests all energy in developing skills to reach that goal then actions and feelings will be in harmony, and the separate parts of life will fit together – and each activity will “make sense” in the present as well as in the view of the past and of the future. In such a way, it is possible to give meaning to one’s entire life”

Mihaly Csikszentmihalyi



What is your MTP?

1. Why do you exist? What problem are you solving?
2. How will you solve it? What new perspectives are you bringing?
3. What's the impact? Make it global.



“What can I do to help us achieve that MTP?”



WANT TO CONTINUE THE WORK?



3 → What is the outcome you want...*

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THANK YOU! C2S



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