

**GET OUT OF THE BOX.
(LITERALLY.)**

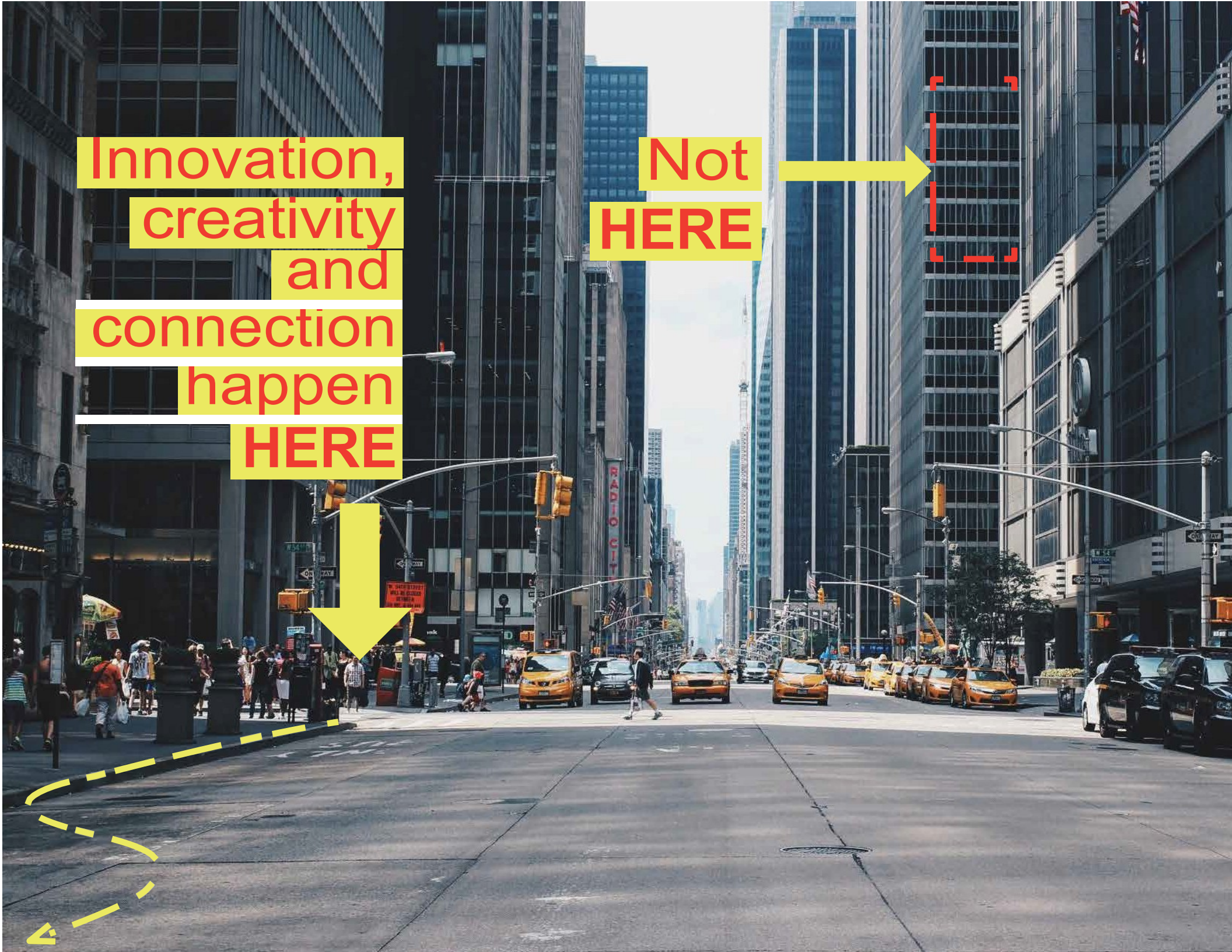
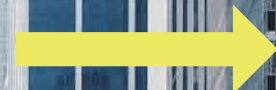


**STREET
WISDOM**

Answers are Everywhere

Innovation,
creativity
and
connection
happen
HERE

Not
HERE





Getting Out of the Box

I've been doing creative work with world-changing organizations and the people who lead them for over 20 years and there is one phrase I hear over and over again as teams struggle to set new direction and come up with fresh ideas...

"We need to think outside the box."

I confess this used to make me want to punch something.

But now I high five (or something culturally appropriate) everyone who says it.

Because every business on the planet needs to think outside the box to stay competitive, relevant and creative. And that can be incredibly hard to do.

But here's the good news.

There is a huge, unlimited, "out of the box" resource available to your business right outside your door.

It's the streets you walk everyday.

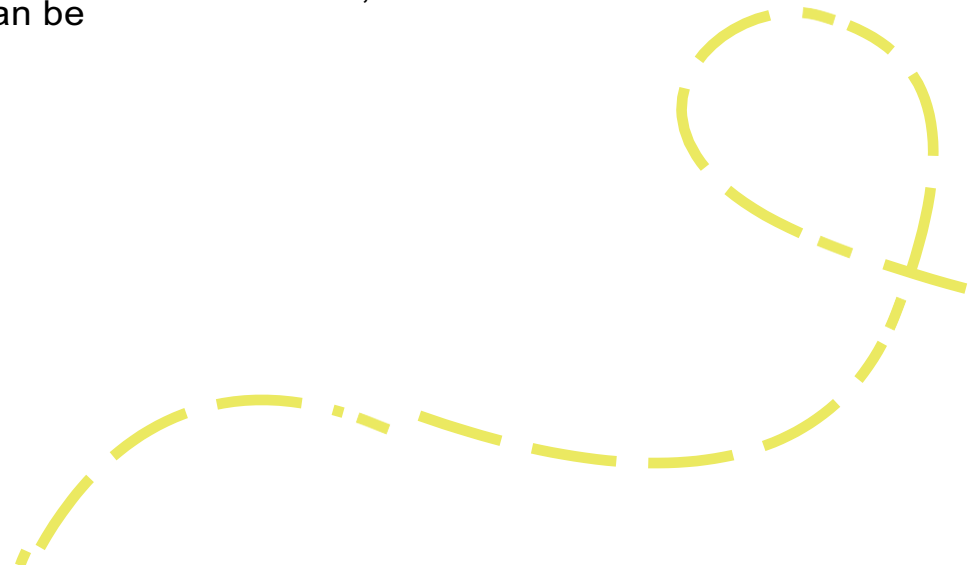
And they are waiting patiently, wisely, for you and your team to come out to collaborate and create with them.

Let's get out of the box and into the streets!

David

David Pearl

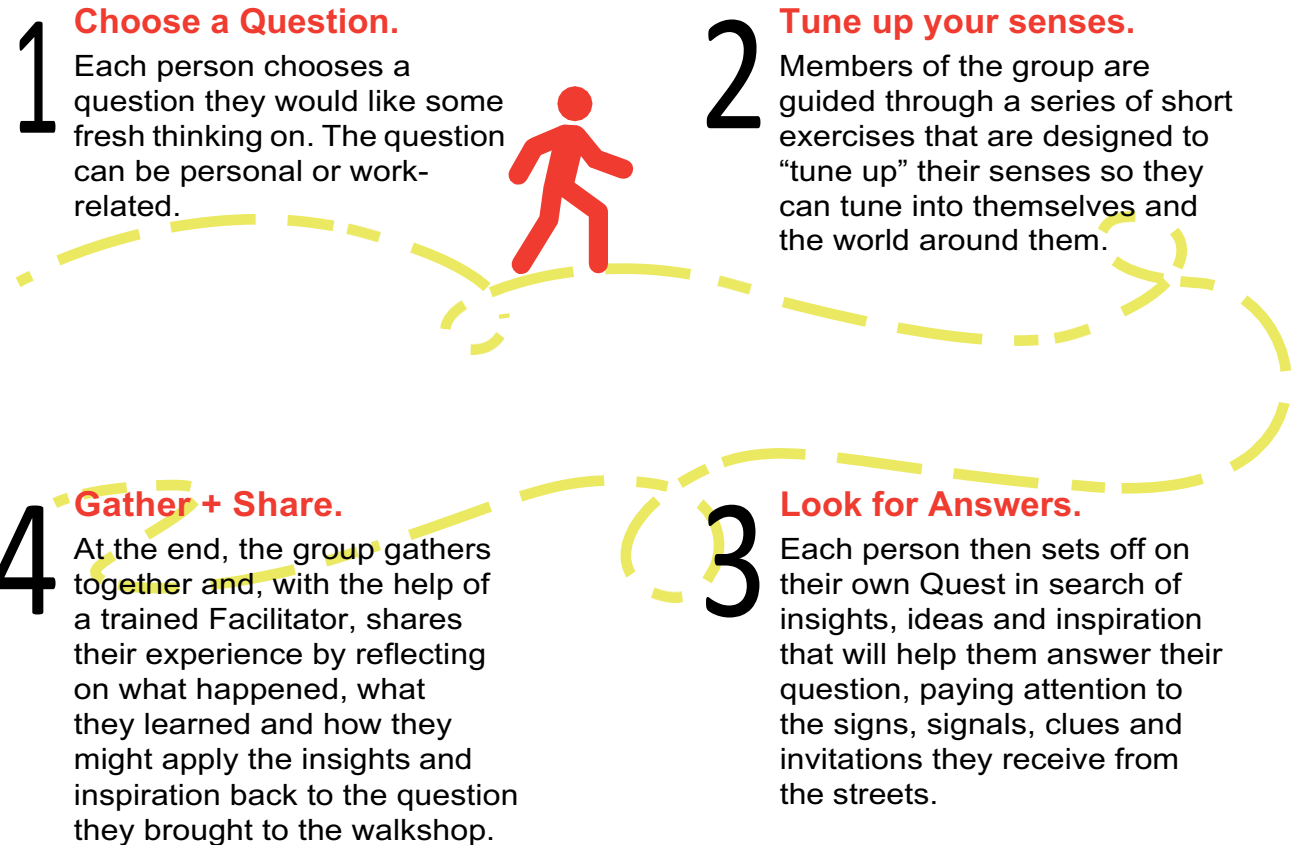
Founder, Street Wisdom





What Happens During a Walkshop?

Each Street Wisdom Walkshop™ is a guided and immersive half-day experience that takes place outside, on the streets. This is how the experience unfolds...

- 1 Choose a Question.**
Each person chooses a question they would like some fresh thinking on. The question can be personal or work-related.
 - 2 Tune up your senses.**
Members of the group are guided through a series of short exercises that are designed to “tune up” their senses so they can tune into themselves and the world around them.
 - 3 Look for Answers.**
Each person then sets off on their own Quest in search of insights, ideas and inspiration that will help them answer their question, paying attention to the signs, signals, clues and invitations they receive from the streets.
 - 4 Gather + Share.**
At the end, the group gathers together and, with the help of a trained Facilitator, shares their experience by reflecting on what happened, what they learned and how they might apply the insights and inspiration back to the question they brought to the walkshop.
- 



**What
Types of
Questions
Do
People
Bring to
Street
Wisdom?**

We've never encountered a question that Street Wisdom couldn't generate some inspiration for and fresh thinking on, but the questions people usually bring to a session tend to fall into three categories...



CREATE SOMETHING UNIQUE

- » What are all the ways we could solve [insert customer pain point]?
- » How are we going to advertise next year – what stories could we tell to inspire and motivate?
- » What are all the ways I could improve engagement on my team?
- » What is the topic/focus of my new keynote speech?




SET NEW DIRECTION

- » Where are we going?
- » What's next for this organization?
- » How might we better serve our stakeholders in the next 5 years?



PERSONAL/PROFESSIONAL DEVELOPMENT

- » What's next for me in my career?
- » What are all the ways I could get more comfortable with change?
- » How might I become more trusting and open?
- » How might I find more time and space for myself?
- » What are all the ways I could create a stronger relationship with my kids?



“Not all who
wander are lost.”

– J.R.R. Tolkien



(And most of us are wiser for it...)



How Can We Work With You?



Street Wisdom Direction Setting Day

A full-day direction setting session that starts with a Walkshop™ in the morning and with the afternoon spent applying insights and ideas that emerged from the morning Walkshop™ so your team walks away with concrete vision.



Street Wisdom Walkshop™ for Team Building

A half-day introduction to Street Wisdom that can be enjoyed as a stand-alone adventure or plugged into an existing event like a team offsite or stakeholder conference.



Street Wisdom Walkshop™ Training Session

A half-day training session for your team that will teach them how to facilitate the Street Wisdom Walkshop™ process with others. Participants must have participated in a Walkshop™ previously.



Street Wisdom Culture Shifting Annual Program

A customized year-long program culture-shifting, capacity-building and creative problem-solving program that includes training, quarterly Street Wisdom Innovation or Direction Setting days and access to a library of supplemental Street Wisdom content.



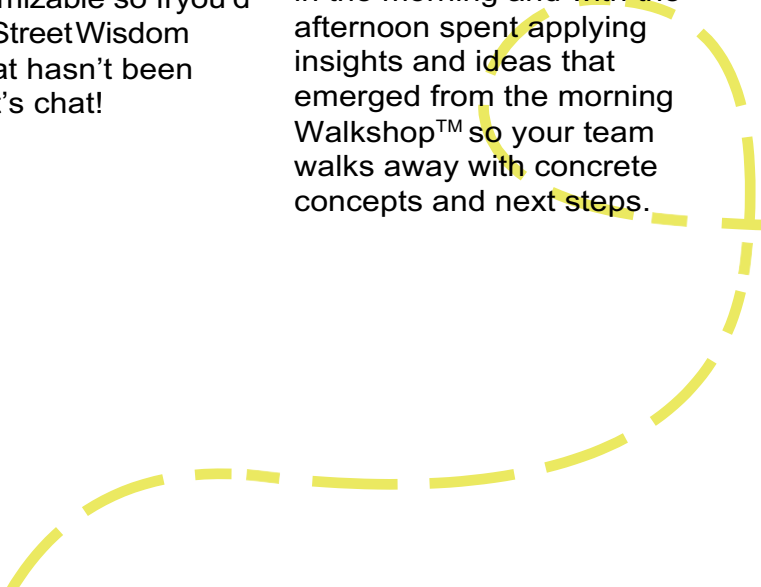
Street Wisdom “We Need Something Different” Experience

The Street Wisdom process is wildly customizable so if you'd like to use Street Wisdom in a way that hasn't been outlined, let's chat!



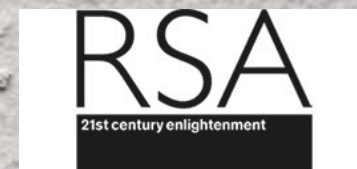
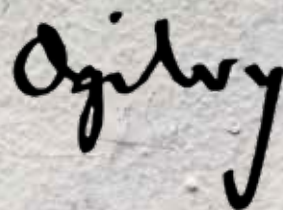
Street Wisdom Innovation Day

A full-day innovation session that starts with a Walkshop™ in the morning and with the afternoon spent applying insights and ideas that emerged from the morning Walkshop™ so your team walks away with concrete concepts and next steps.



Street Wise Organizations

Street Wisdom has helped some of the world's leading organizations to set new direction, generate fresh thinking and bring their teams closer together.



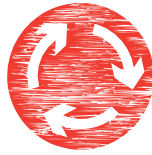
Oldham
Council



Case Study: LUSH

“There is an application for Street Wisdom in all areas of the business regardless of where people work and what their roles include. The simplicity of the process is part of the genius and makes it accessible.”

Boo Denovan, LUSH Retailer



THE BRIEF

The distinctive experiential nature of Lush stores and the dynamic way staff connect with customers are both key to the runaway success of this world-wide Brand. That's why the company invests in the ongoing learning and development of its retail workforce. We experimented with them to explore how our “urban mindfulness” technology could enhance the creativity, confidence and leadership skills of retail staff and managers; upgrade the customer experience and support company wellbeing objectives.



THE EXPERIENCE

An initial workshop for 50 developed training ideas and led to Street Wisdom being used around the globe. Staff were trained as ‘Street Wizards’ and the Lush flagship store on Oxford street led a series of open weekly sessions for staff and customers as part of their commitment to resilience, well being and customer experience.


More than 400 staff from across Europe have experienced Street Wisdom and it is used by the Careers team during the Lush Immersion experience for new joiners. managers.



THE RESULTS

Street Wisdom has delivered profound personal and career development insights for managers and staff alongside improvements in shop floor management, workplace effectiveness and customer experience. As a tool for self-reflection and wellbeing, Street Wisdom has been a popular experience with many staff finding new applications for its use within their teams around the world.

We have since co-designed ‘Tune Ups by Text’ used to send daily Street Wisdom exercises to store.



“The real voyage of
discovery consists
not in seeking
new landscapes, but
in having new eyes.”

– Marcel Proust



The Team

Our core team of highly skilled facilitators each of whom have creative flair, advanced sensitivity and tested experience in the board-room.



David Pearl

David is known around the world for designing and animating extraordinary experiences for business. Creative confidante to some of the world's leading CEOs he's a lifelong performer, author and business innovator.



Mark Brown

Entrepreneur and Technology specialist, Mark draws on an extensive background in marketing & advertising across a range of blue-chip brands. Mark leads the Street Wisdom Network for the RSA.



David Micklem

Cultural leader, theatre producer, writer and coach to a number of arts organisations. Has delivered some of the most talked-about performance events of the last decade and founded 64MA.



Justine Clement

Founder of The Life Adventure, The Happy Prize Company and new community venture Selsey Sea Bathing Society, Justine's commitment is to uncovering tools which make life flow that little better in amongst the chaos of modern living.



Rachel Crowther

Experienced facilitator and co-founder of experiential training company Different Duck.



Scott Morrison

Unleashes fresh thinking and the power of creativity through his work with Thinksprint and The Boom.



Nikita Mikhailov

Explorer of the human condition, Nikita works with organisation to apply psychology to L+D and recruitment. Our go-to business psychologist.



STREET WISDOM

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