



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

WALKSHOPS FOR BUSINESS

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 organisations 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 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 every day.

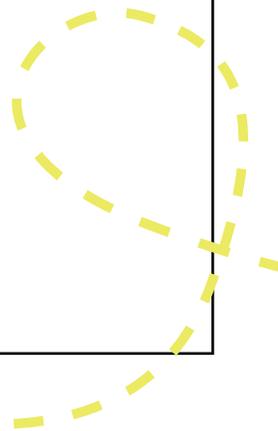
And they are are waiting patiently, wisely, for you and your team to come out to collaborate and create with them.

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?



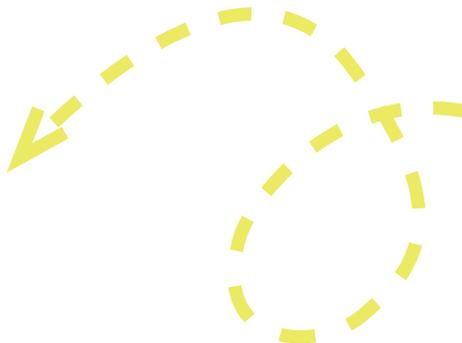
SET NEW DIRECTION

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



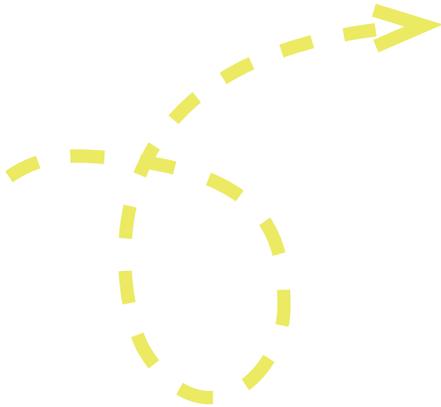
PERSONAL/PROFESSIONAL DEVELOPMENT

- » 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 Culture Shifting Annual Program

A customised 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 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 “We Need Something Different” Experience

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



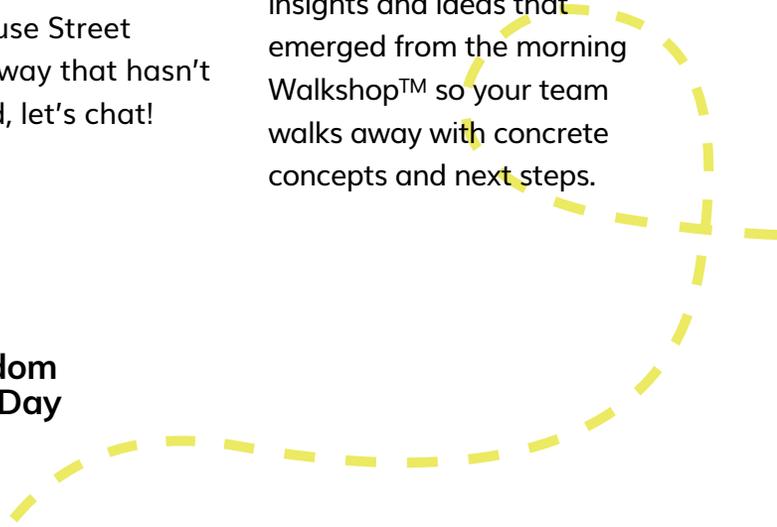
Street Wisdom Walkshop™ Training Session

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.



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 Wisdom Innovation Day





...OR GO
YOUR OWN
WAY



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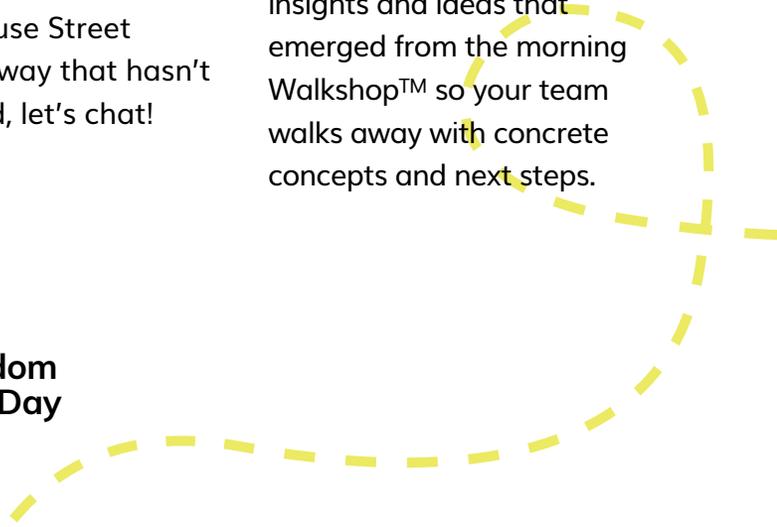
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Street Wisdom Innovation Day

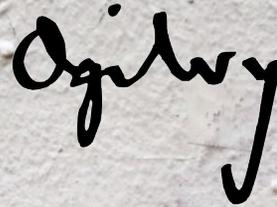


OUR INTERNATIONAL FOOTPRINT



STREET WISE ORGANIZATIONS

We've helped some of the world's leading organisations to set new direction, generate fresh thinking and bring their teams closer together.



SAMSUNG



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.

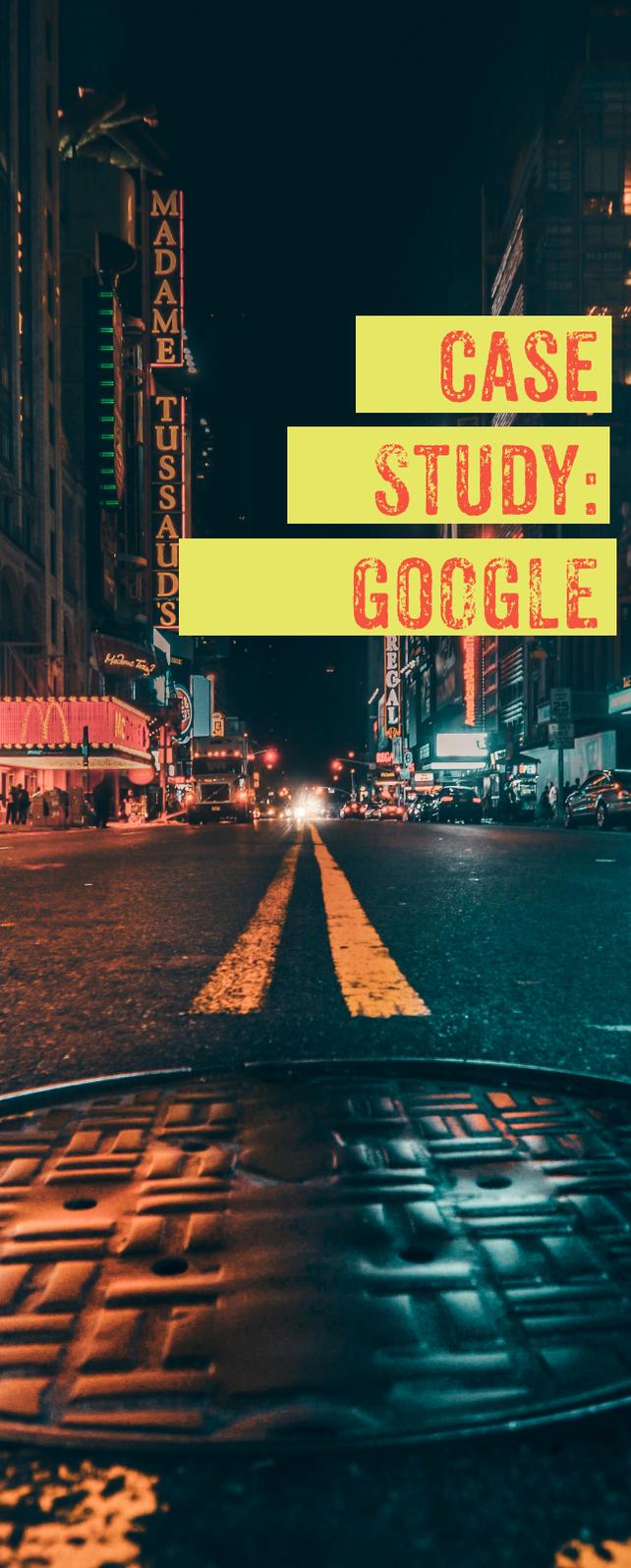
More than 400 staff from across Europe have experienced Street Wisdom and it is used by the Careers team during the Lush Immersion experience for new managers.



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.



CASE STUDY: GOOGLE



THE BRIEF

Street Wisdom was asked to lead a session as part of 'Summerfest' – the annual learn-a-thon Google Europe organises for staff. We were commissioned by the CEO of Google Netherlands and the UK Learning and Development team to take part in a festival-style learning event for Google employees that included everything from wine-tasting and cookery to spiritual development.



THE EXPERIENCE

Street Wisdom founder, David Pearl led two full Street Wisdom sessions (morning and afternoon) for 40 people. We adapted to the lack of streets in the rural Netherlands setting by hiring a fleet of bicycles to take the group to a nearby town. Participants brought individual questions to the session around work or personal choices.



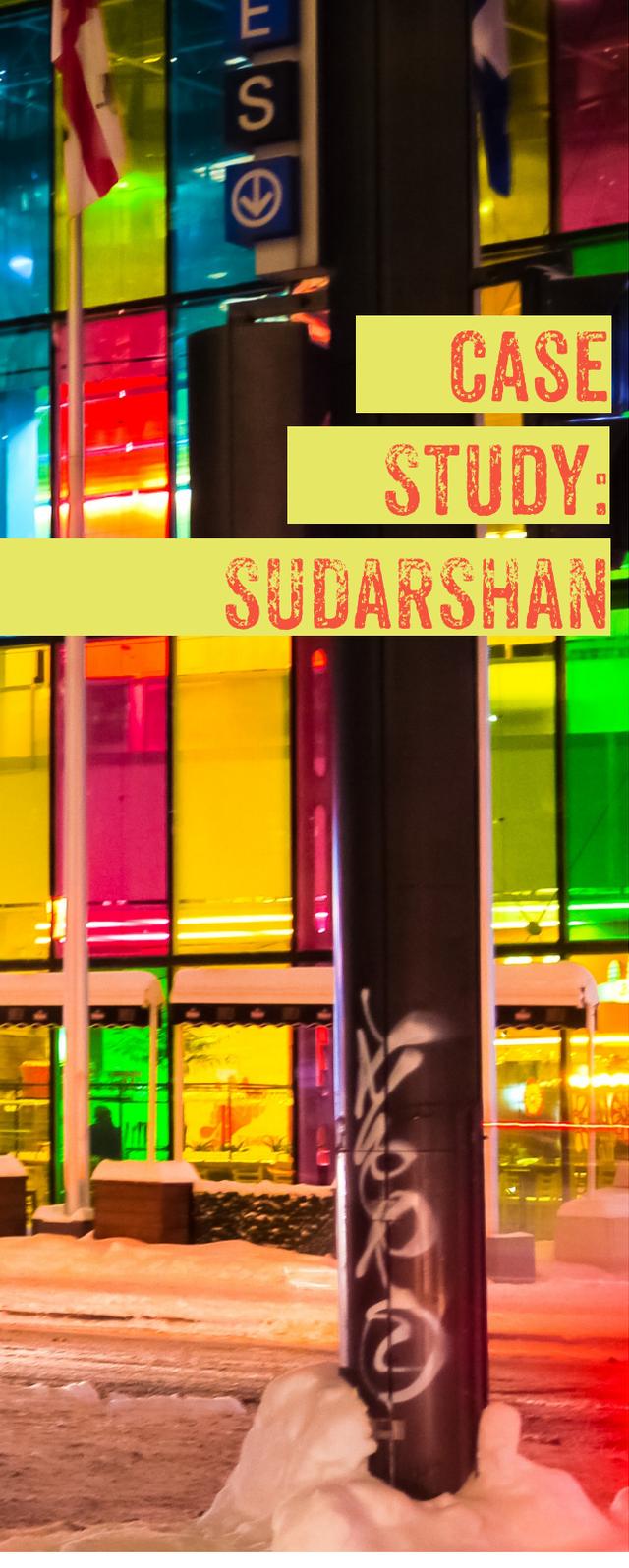
The session – which intentionally combined immersive learning and fun – was the most highly-rated session of the entire event with many missing out on a chance to try it.

Participants gained valuable insights and answers and reported mental health benefits.

“Multi-day leadership trails in beautiful and remote locations are great for reconnecting with yourself. However, the nature of the street allows for that same magic. Slow down, wander, wander some more and connect with yourself through your everyday surroundings. The street is a powerful place. **The session with David was the best-reviewed item of our Google Summer Fest!**”

THE RESULTS
Marcel Verboom, Industry Head, Google NL





CASE STUDY: SUDARSHAN



THE BRIEF

This Workshop, designed for a group of leaders from a dynamic, global organisation, was part of two-day programme around Leading Others. The group explored coaching, listening and inspiring others. Our friend and facilitator Shilpa wanted to bring this to life outside on the bustling streets of Pune, India with a disruptive experience that would change the tempo and find fresh perspectives. The leaders were encouraged to Ask, Listen and be coached by the world out there. The Street Wisdom experience offered the opportunity for them to Ask some important questions, then Listen for answers...



The 19 leaders were taken out to the vibrant metropolis of Pune where they wandered into answers in the thriving market streets. An important part of the process was connecting with strangers around them, asking and listening - after all, 'others' are everywhere. The Tune-Up exercises enabled the group to reorientate themselves whilst also opening their eyes to the joy of being lost. The Mission deepened their understanding of Leading Others by opening up to the idea of being coached by their surroundings.



"It was amazing to observe how a seemingly strange exercise turned out to be set of short stories filled with plethora of wisdom and answers to all our questions. It proved beyond doubt that the solutions to all our problems are lying within us or very much around us and if we just keep our mind open, the universe is continuously knocking at our doors to make us successful. One by one everyone started narrating their experiences and it turned out to be the most beautiful learning of the evening."

Ashish Vij, Chief Operating Officer of Sudarshan.

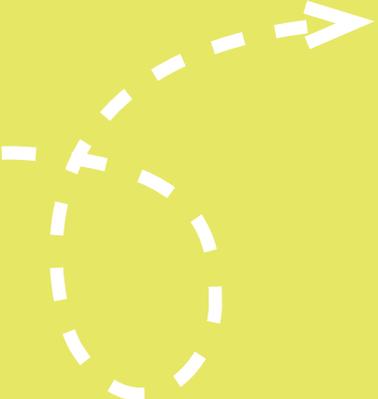
SUDARSHAN

THE RESULTS

THE EXPERIENCE



**“THE REAL VOYAGE OF
DISCOVERY CONSISTS
NOT IN SEEKING
NEW LANDSCAPES, BUT
IN HAVING NEW EYES.”**



– MARCEL PROUST

WHO WE ARE...

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.



Rachel Crowther

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



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.



Scott Morrison

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



David Micklem

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



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

Answers are Everywhere