

# Coaching Curiosity and Mindfulness

Stefaan van Hooydonk  
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Coaching  
for growth

Individuals Teams Organisations Systems



Stay curious

Global Curiosity Institute

# About me



Stefaan van Hooydonk

 <b>Education</b>	 <b>Professional experience</b>	 <b>Worked / lived in</b>	 <b>More about me</b>
<ul style="list-style-type: none"> <li>▪ Masters degrees in Economics and Chinese (Belgium)</li> <li>▪ Post graduate degrees in Marxist economics (China) &amp; cross cultural mgmt. (France)</li> <li>▪ Executive MBA (US/China)</li> <li>▪ Executive and life coach</li> <li>▪ Masters in Philosophy (ongoing)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Investment consulting (HK/China)</li> <li>▪ Executive Education - China Europe International Business School (CEIBS) – Shanghai</li> </ul> <p><b>Corporate University Head</b></p> <ul style="list-style-type: none"> <li>▪ Nokia (China)</li> <li>▪ Agfa (Belgium)</li> <li>▪ Philips (The Netherlands)</li> <li>▪ Aramco (Saudi Arabia)</li> </ul> <p><b>CLO</b></p> <ul style="list-style-type: none"> <li>▪ Philips Lighting (NL)</li> <li>▪ Flipkart (India)</li> <li>▪ Cognizant (US)</li> </ul> <p><b>Founder Global Curiosity Institute</b> <b>Co-Founder Earth Academy</b></p>	<ul style="list-style-type: none"> <li>▪ Belgium</li> <li>▪ Hong Kong</li> <li>▪ China</li> <li>▪ France</li> <li>▪ Finland</li> <li>▪ India</li> <li>▪ Saudi Arabia</li> <li>▪ UK</li> </ul>	<ul style="list-style-type: none"> <li>▪ Daily meditator</li> <li>▪ Marathon runner</li> <li>▪ Partner to Jeltje Peletier</li> <li>▪ Father of 4 kids</li> </ul>

Why did you join this session?

Please let us know in the chat-window

1. which city you are from
2. what you want to learn

Throughout  
history, Curiosity  
has been the  
engine of  
individual, organizational and societal  
progress

It all starts with a simple question explore the new:

‘Why’, ‘what if...’

- Fire
- Microwave
- Gps
- Mars rover
- Tools
- Relationships
- Spirituality
- ...

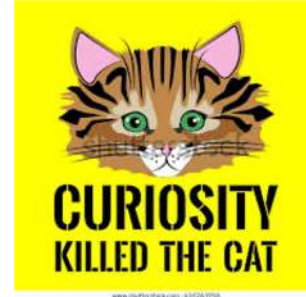


# Curiosity attracts & distracts

Our love hate relationship with curiosity

“90% of leaders believe that investing in curiosity to drive innovation is a worthwhile investment, however 50% also say that spending time on innovation could detract the team from its focus.”

Global Curiosity Institute, 2021



true or false?

If you put a frog in cold water and gradually heat it up, the frog will let itself boil to death instead of jumping out



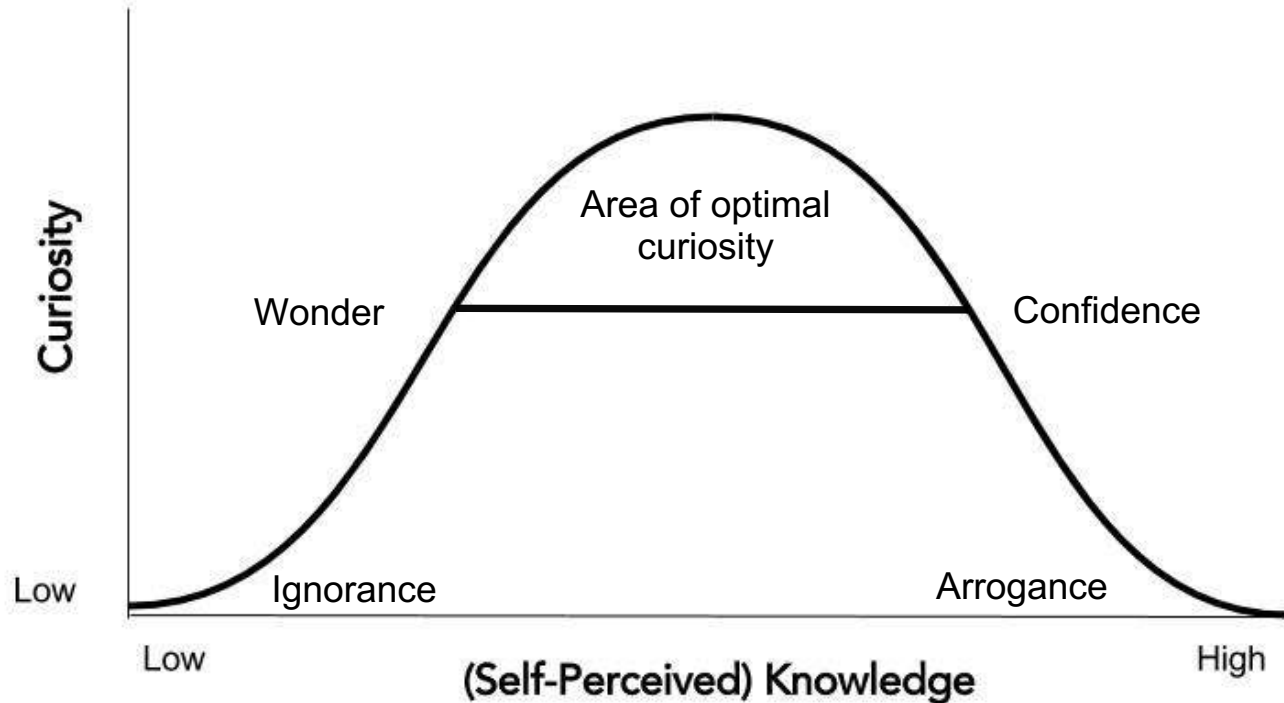
# True or false?

More medical complications occur when doctors are older and more experienced vs when they are young



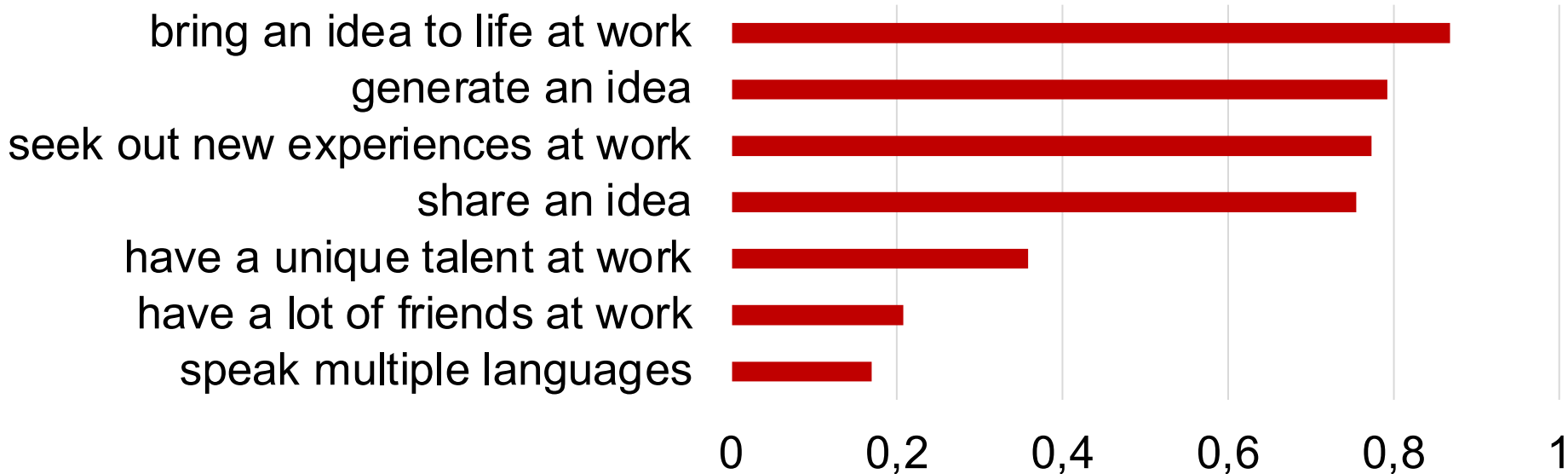
## When is curiosity is at its peak?

when our knowledge of something or someone is high enough to awaken our interest





# A curious professional is more likely to...



Source: global curiosity institute, 2021

True or false?

People alternate  
with breathing  
through one  
nostril at a time  
(left/right)



# Individual curiosity dimensions



Our curiosity of  
**THE WORLD**



Our curiosity of  
**OTHERS**



Our curiosity of  
**OURSELVES**



# Quick Question:

## What is the opposite of curiosity?

(use the chat window to give your answer)



The opposite of curiosity is conformity /  
compliance  
it challenges status quo & the desire to  
prefer the comfortable past over an  
uncertain future





## Business academics are starting to pay attention

1

### Insight

curiosity is more important to an enterprise's performance than was previously thought

2

### Insight

by making small changes to the design of their organization and the ways they manage employees, leaders can encourage curiosity and improve their companies

3

### Insight

although leaders might say they treasure inquisitive minds, most in fact stifle curiosity

Source: Harvard Business Review

“I am not good enough”

“What would people think of me’



"We always do it that way"

"Nice, you might try it in your own time"

"Time is money"



“Curiosity is the mindset  
to challenge the status  
quo, explore, discover  
and learn”

**Stefaan van Hooydonk**

*Founder, Global Curiosity Institute*

# True or false?



Memory works better when people are curious about a subject & in this state, people will also remember other unrelated things better

# Detractors to curiosity

## **Intrinsic** - *From within*

### **Detractors**

- Anxiety
- Judgment
- Confidence / arrogance
- Apathy and lack of interest
- Limited knowledge



## **Extrinsic** - *Environmental*

### **Detractors**

- Company culture
- Processes and practices
- Non-conductive energy from individuals around us
- Stress
- Society
- Internet technology

# How to recognize a curious professional



Curious professional	Incurious professional
Constant learner	Accidental learner
Goes deep and broad in the pursuit of new knowledge	If pushed, only deepens familiar territories
Adopts a growth mindset	Has a fixed mindset
Is proactive and open to novelty	Is reactive and closed with changes
Takes time and responsibility to keep with biz and colleagues	Relies on past knowledge
Co-creates the environment	Goes with the flow

# Tips for building your curiosity muscle

Make curiosity  
a daily ritual

Question a  
waterdrop:  
look for the  
magic in the  
familiar

Break routine:  
Buy the “next”  
book

go Broad and  
deep: Be an  
expert  
explorer

Keep an  
exploration  
list

Learn  
something  
new

Be humble,  
stay foolish,  
watch out for  
confidence

Ask and be  
grateful for  
feedback

give undivided  
attention: be  
mindful in the  
present

Explore new  
and current  
relationships



# The curious case of reverse feedback

only **23%** of front line people  
managers are asking for reverse feedback

What a missed opportunity for the other

**77%** to grow

Source: Global Curiosity Institute, 2021 research



# Curious individuals need a nurturing environment to thrive



Individual component



Environmental component

workplace curiosity can be a force to increase competitiveness, innovation, productivity, learning and engagement, yet is is fragile if not managed intentionally

# The Curious 'Knowing-Doing GAP'



# Workplace curiosity research: Insight

## Some demographics are more sensitive to curiosity than others

### Under 30 of age

represent the future of the workforce, yet they feel 2x less empowered to act and are 2x less certain about their organization's desire for innovation

### Mid management

Devalues exploration at the expense of exploitation and are 4 times less sure that curiosity is important for the organization (vs front line and senior management)

### People > 3 years in same role

Are 2x as critical to their curious environment vs freshers & people longer than 5 years in the same role  
volunteer less ideas and become overly careful

### Female professionals

report to have less time to be curious at work and indicate to receive less support for professional development vs their male peers

Source: global curiosity institute, 2021, review of 16 MNCs

## Contact information

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**Global Curiosity Institute**