Introducing
The Global Curiosity Institute

Curious professionals need curious organizations to thrive
<table>
<thead>
<tr>
<th>Education</th>
<th>Professional</th>
<th>Countries</th>
<th>More about me</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Graduate: Sinology &amp; economics</td>
<td>• Investment Consulting</td>
<td>• Belgium</td>
<td>• Daily meditator</td>
</tr>
<tr>
<td>• Post grad: marxist economics / cross cultural mgmt. / MBA / Mphil</td>
<td>• Business School</td>
<td>• Hong Kong</td>
<td>• Marathon runner</td>
</tr>
<tr>
<td>• Executive coach</td>
<td>• Chief Learning Officer</td>
<td>• China</td>
<td>• Father of 4 kids</td>
</tr>
<tr>
<td></td>
<td>• Founder Global Curiosity Institute</td>
<td>• France</td>
<td>• Food forest amateur</td>
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<td></td>
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<td>• Finland</td>
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<tr>
<td></td>
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<td>• India</td>
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<td></td>
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<td>• Saudi Arabia</td>
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<td></td>
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<td>• UK</td>
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</table>
Our Beliefs

We share evidence of extraordinary capability of humans to shape their environments

We have no idea what the future is going to be like

The world we know is moving towards a new equilibrium

We are not maximizing our individual and collective talents to face present and future realities

With the right mindset and support, we all have the opportunity to change
Our Purpose

Help individuals, organizations and society foster a mindset of curiosity to inspire them to keep discovering and innovating.
The Global Curiosity Institute: focus and approach

1. Research
   Create insights and tools for individuals and leadership to be more aware to the present and more intentionally open to the future

2. Motivate
   Give inspirational talks about the power of curiosity: what it is, why it is important and what we can do to get better at it

3. Consult
   Work with management teams to baseline curiosity and build intentionally curious workplaces
‘Curiosity is critically important for a company like ours which is at the forefront of R&D in the learning technology space. Working with Stefaan and the Global Curiosity Institute has given us the opportunity to discuss and reflect on curiosity and how to become even more deliberate about stimulating and encouraging curiosity. I am absolutely convinced that this will help us accelerate and navigate in a fast changing world - and our employees are already asking for when we will do the third round with the Curiosity Institute.’

Ulrik Juul Christensen
Executive Chairman
Area9 Group
What we do

Motivational Sessions

Supporting Individuals

Working with Teams

Writing

Research
Motivational sessions
Motivational sessions

- 30 to 240 minutes sessions
- Keynotes or interactive workshops
- For 5 to 2500 people
- For leaders and non-leaders
- For companies and conferences
- Virtual or live

Testimonials

“Super thanks for a truly inspiring, enriching, and thought-provoking session!”
Rita Vanhauwenhuyse, Vice President
Executive Networks

“Your session was the most insightful at the London Learning Technologies 2022 conference.”
Saurav Jaiswal, Founder and Managing Director
Innostrat Technologies
Supporting Individuals
### Fact sheet

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questions</td>
<td>54 questions</td>
</tr>
<tr>
<td>Duration</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Output</td>
<td>Automated report delivered via email</td>
</tr>
<tr>
<td>Language availability</td>
<td>English, French, German, Mandarin Chinese, Spanish, Portuguese, Turkish, Dutch</td>
</tr>
<tr>
<td>Database strength</td>
<td>3500+ individuals (as of May 2022)</td>
</tr>
<tr>
<td>Price</td>
<td>Free of charge</td>
</tr>
<tr>
<td>Target group</td>
<td>Non-professional</td>
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</tbody>
</table>

### Output: individualized score on

- **Cognitive curiosity**: The interest or drive to understand the world and environment
- **Empathic curiosity**: The level of openness towards others, their thoughts and feelings.
- **Self-Reflective curiosity**: The desire to understand one’s habits in exploring one’s deeper values, beliefs and inner thoughts
# Professional version of the Individual curiosity scale diagnostic©

New – launch Q3 2022

## Fact sheet

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<td>Questions</td>
<td>54 questions</td>
</tr>
<tr>
<td>Duration</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Output</td>
<td>Automated individual report delivered via email, as well as on-demand aggregate team view</td>
</tr>
<tr>
<td>Language availability</td>
<td>English (Q3), French, German, Mandarin Chinese, Spanish, Portuguese, Turkish and Dutch (Q4)</td>
</tr>
<tr>
<td>Measurement</td>
<td>Cognitive, empathic and self-reflective curiosity</td>
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<tr>
<td>Price</td>
<td>b2c/b2b: tbd</td>
</tr>
<tr>
<td>Target group</td>
<td>Professional</td>
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## Difference with the ‘light’ curiosity scale diagnostic

- Building on the generic individual curiosity scale diagnostic, yet with distinct workplace related questions
- Report specific for the corporate professional
- More in-depth individual feedback
- Comparative data (e.g. how do I compare to my demographic)
- Individualised strategies for improvement
- Aggregate reporting at team, department and organisation level possible
What does the individual curiosity scale diagnostic © measure
Cognitive, empathic and self-reflective curiosity: our curiosity of the world, of others and of ourselves

**World**
1. **Joyous exploration**: the joy we experience when seeking out the new
2. **Deprivation sensitivity**: The anxiety and frustration of being aware of information you do not know, want to know, and devote considerable effort and discipline to uncover
3. **Stress tolerance**: Resilience in handing our anxiety that arises when confronting the new

**Others**
4. **Openness to ideas**: The desire to discern the thoughts, ideas and potential of other people
5. **Openness to emotions**: The interest to discern the emotions of other people
6. **Openness to reactions**: The ability to read, predict people’s reactions and behaviors in a social context

**Self**
7. **Desire for reflection**: The degree to which we recognize the need for constructive self-examination and our interest to get to the core of who we really are
8. **The habit of reflection**: The habit of regular and continuous checking one’s own deeper drivers
9. **Insights through reflection**: The Insights we derive through intensive self-reflection and self-awareness
Working with (Leadership) Teams
Curious individuals need a curious organization to thrive

To baseline the team score, it is ideal to analyse the diversity of individual scores as well as the prevailing environmental curiosity culture.
Measuring environmental aspects of curiosity

How well does the organization support curiosity through its culture, climate, processes and practices?

1. Manager relations and style
2. Learning culture
3. Diverse team(s) of curious individuals
4. Processes and practices
5. Culture of openness
6. Psychological safety
7. Role models
8. Vision clarity
9. Innovation orientation

1. A supporting leader encouraging and enabling the team to be curious
2. Opportunities plus time for individuals, as well as the entire organization, to grow and learn
3. Gender diversity in a team of highly curious individuals (cognitive, empathic & self-reflective curiosity)
4. Underlying processes enabling the sustainability of workplace curiosity
5. Openness to ideas and questions
6. A conducive climate where every member can show up, contribute, and take risks
7. The availability for curious role models at all levels
8. The ambient clarity and organization provided by a clear strategy propelling to focused action
9. Readiness to explore and implement innovation plus acceptance of mistakes in the pursuit of excellence
A typical team curiosity baselining journey

Inspirational session
- Most projects start with an awareness session, after which the leadership team decides to focus on curiosity as a driver for team performance and organisational competitiveness

Program design phase
- Collective design with client of the journey
- Project outcome clarification
- Communications preparation
- Systems set-up
- Project set-up

Diagnostics phase
- Diagnosing of the status quo by using the unique
  - (1.) Professional curiosity scale
  - (2.) Team curiosity scale
- Complemented with interviews and review of the materials the client provides
- Review of diagnostic report and findings with the program sponsor

Action planning phase
- Intact teams
  - Collective analysis of data with the team
  - Team debrief workshop
  - Collective reflection: enhancing strengths and eliminate barriers
  - Define action plan
- Leadership group
  - Collective analysis of collective data
  - Review of team results per leader
  - Individual coaching feedback session

Implementation phase
- Project implementation
- Dedicated coaching after 3/6/9/12 months
Writing
Book Testimonials

“This book is a practitioner’s dream.”

Dr. Yury Boshyk, CEO and Founder
Global Executive Learning, and Chairperson of the
Global Forum on Strategic Transformations,
Leadership and Learning.

“Stefaan provides the case and tools for growing curious minds at scale.”

Anabel Dumlao, Partner
Axialent

"A well-researched and fascinating read."

Natasha Jasrotia, Global L&D Lead
Getir

Cases in book
- Amazon
- Apple
- Area9
- Baobab Express
- Fiskars
- Google
- Grundfos
- Kodak-Eastman
- Mckinsey
- Merck
- Mercuri Urval
- Nokia
- Novartis
- Pepsico
- Pratt and Whitney
- Quickrelease
- Sber
- Zurich Insurance
Research
Research focus:
To advance knowledge of (workplace) curiosity to support leaders, professionals and companies

- **Original research**
  - Analyse data from diagnostic databases
  - Create insights and models

- **Best practices discovery**
  - Study best practices across industries and start-up, scale-up and grown-up ecosystems

- **Review of existing research**
  - Review existing research in curiosity
  - Review research in adjacent scientific areas
Contact information

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