



# **‘Collaborative Co- Creation Organisational Culture’ Executive Workshops**

**‘The key to unlocking stakeholder value,  
competitive advantage, business growth &  
profitability’**

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*No one is born hating another person  
because of the color of his skin,  
or his background, or his religion.  
People must learn to hate,  
and if they can learn to hate,  
they can be taught to love,  
for love comes more naturally  
to the human heart than its opposite.*

*Nelson Mandela*



**“Trust and unity within teams drives creativity, innovation and higher levels of positive engagement which in turn drives competitive advantage, growth in market share and profitability”.**

## **Most important skills to thrive in the 4<sup>th</sup> industrial revolution**

The World Economic Forum (WEF) lists that the three most important skills necessary to thrive in the 4<sup>th</sup> industrial revolution are –

1. Complex Problem Solving
2. Critical Thinking
3. Creativity



In such a diverse country like South Africa a critical element required to unlock these skills is to fully harness the Cultural Intelligence of the organisation by building **Collaborative Co-Creation Thinking Platforms**. Such platforms will allow for the diversity and uniqueness of individual thinking to be channeled towards an 'inclusive' cultural environment that will lead to collaborative based complex problem solving and the generation of ideas, innovation and creativity.

The 'Collaborative Co-Creation Organisational Culture Executive Workshops' focus on how to establish **Collaborative Co-Creation Thinking Platforms** that will ensure that teams and organisations will –

- ✓ establish an 'inclusive and collaborative' based cultural environment that will foster **trust** and **unity** and hence maximize **collective problem solving, critical thinking** and **creativity** potential
- ✓ maximize the available **intellectual capital** of all stakeholders
- ✓ harness cultural intelligence & diversity for **strategy execution** and **competitive advantage**

## From Vision Casting to Organisational Cultural Transformation

The workshops can be delivered as short 'vision casting' sessions to company boards of directors and executive leadership teams, or full 1 to 3 day cultural transformational engagements for the staff in organisations. (The online virtual interactive delivery platform is an option that allows for the cultural transformation equipping process to be delivered to an entire workforce in a fast and seamless manner.)

## Typical outcomes

- ✓ Fully harness cross-cultural competence and thinking
- ✓ Harness existing conflict for productive ends;
- ✓ Become better at forming and sustaining collaborative relationships;
- ✓ Master the negotiation ecosystem within the organization and business value chain;
- ✓ Position the organization for innovative breakthrough;
- ✓ Sharpen skills to negotiate better deals & create options for mutual gain;
- ✓ Establish environment for seamless positional succession and preservation of organisational intellectual capital;
- ✓ Increase levels of employee engagement, morale and productivity
- ✓ Manage complexity and adversity in negotiation and business.
- ✓ Execute better contracts;
- ✓ Create economic success through state-of-the-art models for economic advancement and advanced negotiation strategies;
- ✓ Greater clarity and accountability of roles and responsibilities

## Return on Investment

- ✓ Profit and Growth acceleration
- ✓ Increased innovation – quicker product and service rollouts



- ✓ Greater success in mergers, acquisitions, partnerships and joint venture activities
- ✓ Quicker and more profitable project implementation
- ✓ Ability to penetrate new markets and establish quicker return on investment cycles
- ✓ Increased stakeholder engagement and maximization of resource/capital utilization

## **Program Facilitator Biography - Patrick Kuwana**



Patrick is the founder of Crossover Transformation Group - an organization focused on offering Value Co-Creation services, a field of expertise focused on accelerating business and economic growth by putting together new Cultural Intelligence based relational and transactional economic structures that are constructed by uniting the uniqueness and diversity of thinking from participating stakeholders. He is involved in leadership and entrepreneurship development in Africa and Asia. He is also part of the Transformational Leadership team at USA based FSH Group - [www.transformlead.com](http://www.transformlead.com) where he serves as a Transformational Leadership Trainer and is also a strategic business and leadership consultant and coach.

Patrick's passion is in developing and working with leaders and organizations that are committed to unlocking the vast economic potential of Africa while at the same time harnessing the inclusive intellectual and emotional intelligence of the different people groups in Africa so that new sustainable systems of inclusive wealth creation and prosperity can be created and established on the continent for the benefit of all Africans. He has extensive experience in working in culturally and racially diverse environments both locally and internationally and possesses a unique gift in vision casting and drawing diverse people into jointly developing a platform of trust and unity that enables greater levels of success in deal making, project implementation or strategy development and execution.

Prior to starting Crossover Transformation Patrick led a successful corporate career in the IT industry. He started his career as a computer technician moving through the ranks to eventually hold senior executive positions including, District Sales Manager at Hewlett Packard, Strategic Sales Director at Oracle Corporation and Sales Director at Computer Science Corporation. In 2005 he left the corporate environment and co-founded Umliba Investment Corporation - a South Africa based specialist information and media focused investment holding company. Through this company he set up a joint venture company called PA Sport South Africa (a leading sports information provider) together with London based Press Association Group. In 2008 he further co-founded Livemobile - a mobile media and services company which became the first



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African organisation to win a Global Mobile Marketing Award for innovation in sports based mobile marketing. Patrick exited this side of business to start Crossover Transformation in 2011.

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**Investing in this engagement could be one of the greatest investments you and your organisation will ever make. Contact us for pricing and further information on [patrick@crossovertransformation.co.za](mailto:patrick@crossovertransformation.co.za)**



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