

# Beyond 4%

Engaging creativity for dynamic,  
sustainable high performance

Lewis Evans

See page 13 for the  
definitive workshop  
for brand success!

# Creative COGS

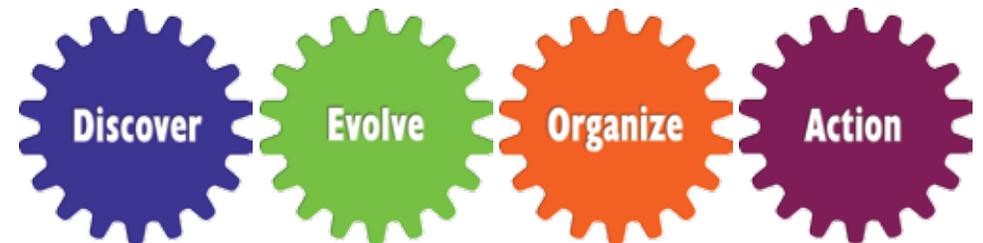
Transformational guidance, inspiration and practical processes to stimulate creativity, innovation and outstanding, sustainable business results

Rapid change forces us to re-assess how we operate. Inspired new thinking, dynamism and agility are crucial to succeed in an increasingly unpredictable world.

Creativity is the key to survival and sustainable growth. Mindset, work culture, innovation, marketing and business models will determine who will be the winners in the future.

Are you prepared?

Creative COGS helps you design and build an organization that is in tune with the current environment and can evolve dynamically.



## Conscious Organic Growth System

is a unique approach that addresses fundamental issues that may be blocking progress or hindering success.

Through a four-stage process, it provides a solid platform for moving forward with fresh thinking, responsiveness and adaptability.

# Beyond 4%

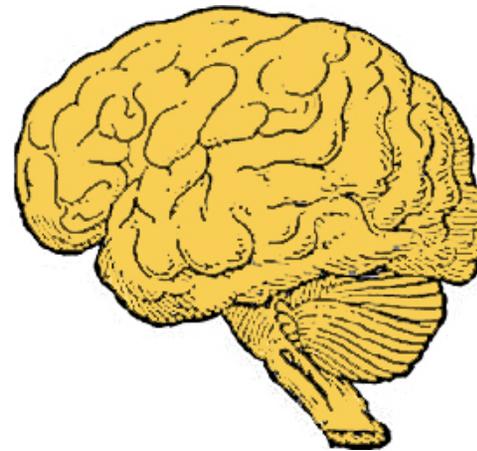
There's a powerhouse inside each and every one of us, that remains largely untapped. More than that, it gets sidelined, suppressed or ignored—especially in challenging times.

That powerhouse is our creativity.

It is the very part of us we most need to engage when we are challenged, in order to lift us to new heights of success or innovation.

Ironically, this aspect of our brains is also much bigger, more sophisticated and more efficient than the supposedly safer, logical faculties that we're taught to rely on.

Our subconscious mind occupies 80% of our brain and processes millions more bits of information than our conscious mind. It is the seat of our survival instinct and the home of our intuition. It is also where our innate and powerful sense of creativity resides.



It is said that we generally do 80% of our productive work in 20% of our working hours. During that time, we only use up to 20% of our brain at best, so we generally run at 4% of our true potential capacity.

We can learn how to fully engage our subconscious mind in our lives and in our work. Doing so means we engage holistically and therefore much more effectively in everything we do. In a world of rapid change, when we don't always have time to develop linear, logical processes, strong intuition and focused creativity are the most powerful allies we have. Learning how to work with them not only generates success and fulfillment; it also makes us self-sufficient and capable of addressing any future challenges.

# A revolution in practice to match a revolution in business

**Creative COGS is both detailed and holistic in its approach. It engages all aspects of the person, while assessing the core drivers of a company—and ensuring mutual complementarity.**

**With a clear focus on success, it stimulates changes that are sometimes challenging, often enjoyable, always honest and ultimately effective.**

Our hands-on, results-oriented approach is 80% practical application and processes; 20% research, discovery and reporting. Our clients demand real change and lasting results—and we delight in exceeding expectations.

## Conscious

We used to be able to plan our business, develop a 3-, 5- or even 10-year plan, flick the switch and it would all run smoothly. All that is gone... and it isn't coming back.

In the creative economy, we need clear vision, mission and values, agile management practices and flexible production, while keeping our finger on the rapid pulse of change.

We must stay tuned to events inside and outside our organizations, so we can make conscious, well-informed and creatively inspired decisions.

## Organic

In this era of erratic technological disruption and speedy progress, we need to organize ourselves differently so we can adapt dynamically.

For instance, we can:

replace hierarchical pyramids with more efficient structures based on cooperation and collaboration that can respond quickly to new developments;

remove blockages—both personal and organizational—so information can flow naturally and be shared to best advantage;

achieve far more in meetings where organizational goals are understood and supported in an atmosphere of mutual respect; and

distribute decision-making so our people are empowered to make the best use of individual talents and get things done faster and more efficiently.

## Growth

The best way to grow is to innovate and lead the market creatively. That means doing things that haven't been done before. Stepping into the unknown can be unnerving. That's why there's so much resistance to change, and a tendency to fall back on established practices, rules and processes. But stagnation never creates a winning situation.

In order to grow, it's necessary to be comfortable with change.

Creativity is the engine that drives breakthroughs, true growth and empowerment. That's why creativity is now recognized as the most sought-after leadership quality and the most valuable asset any organization can have.

# COGS: Conscious Organic Growth System

## System

Innovation isn't a random process. Creativity doesn't mean letting go of responsibility or structure. Sensitivity doesn't mean being soft on logic and analysis. They all need to work together seamlessly in dynamic synergy.

Each of these qualities is an essential cog in the gear train that transmits the power of the organization and drives it to its goals.

The organization must be conscious to ensure its continued relevance and effectiveness through changing times. It must be organic to be responsive, empowered and responsible at every level. And in order to achieve growth through creative innovation, it needs to have a fluid, fully-integrated systems that ensure high performance throughout.

# Transmitting power throughout the organization

*“If the pace of change inside your organization is greater than outside, you will survive.”*

—Brian Tracey

The best way to achieve sustainable growth is to build a strong creative culture at the core of your organization. This is also the best insurance against irrelevance and failure.

The Creative COGS approach:

- ensures that your organization is constantly dynamically evolving;
- keeps you sensitive to changes inside and out, flexible and alert, positive and inspired;
- generates opportunities for cost savings, improvements in efficiency, fresh marketing ideas and the discovery of new directions;



This is a practical learning process that goes beyond the limits of rational, analytical thinking and a hierarchical, 'silo' mentality.

The logical brain can only reveal what it has learned in the past, whereas intuition and creativity go beyond the realm of the conscious mind, inspiring innovation and driving growth.

Applied to all areas of your organization, Creative COGS provides the tools to enable you to thrive in today's demanding business environment.

- promotes creative leadership, which builds strong, inspired teams;
- generates interest and active engagement within the organization and brand loyalty outside;
- fosters a creative mindset, which engages the untapped potential in people, keeping them focused, motivated and innovative; and
- keeps your organization ahead of the game.

# 'Business as usual' is over. Welcome to the Creative Economy

Old business models don't work in today's socially-connected society. Markets have moved on to new levels of sophistication and the employee pool has been transformed by new expectations, values and desires.

Globalization, faster product development cycles, technological advances, a deluge of complex data and information demand that business leaders navigate an increasingly unpredictable environment where traditional planning is often impossible.

## In the Creative Economy:

- *long-term added value (vs short-term profits) is the key to sustainability and success;*
- *shared leadership and collaborative work practices replace authoritarianism;*
- *the customer is in control;*
- *excellent corporate character—strong values, behaviour and social responsibility—is now a requirement;*
- *the most successful enterprises are focusing on relationships, not just transactions*
- *communications must be seamless, cross-channel, fast, agile and consistent;*
- *'the medium is the message' has changed to 'the response is the message';*
- *we have moved from 'content is king' to 'contact is king';*
- *ROI is being re-defined in terms of customer social investment;*
- *According to more than 60% of CEOs canvassed in a recent IBM survey, creativity is now the most important leadership quality.*

New criteria are evolving daily, prompting countless theories and books on new management practices. In the creative economy, however, there is little point in learning theories that may quickly become outdated. We need to efficiently filter the flood of data, maintain an effective structure and engage our full potential. Creative COGS provides a doorway to riding the change.

# The foundation for sustainable success

Every organization is born out of a spark of inspiration, a passion, a desire to do something new or better. That's right-brain, creative thinking. Yet traditional business practices are logical and analytical, which is left-brain, linear thinking.

Every single aspect of business—relationship dynamics, product development, operational processes, management practices, marketing, emotional/mental health, and customer relations—work better where there is a vibrant creative culture.

Not only does a creative culture make work more harmonious and satisfying, it is also one of the biggest influencers of bottom line improvement.

A creative culture:

- *is the best insurance against irrelevance and failure*
- *reveals opportunities for cost savings, improved efficiency and innovation*



*“As competition intensifies, the need for creative thinking increases. It is no longer enough to do the same thing better... no longer enough to be efficient and solve problems”*  
—Edward de Bono

- *in management, builds and sustains strong teams*
- *brings fresh opportunities to old markets and brings back lost customers*
- *is the most powerful underlying driver for changing loss to profit*
- *inspires interest and engagement, cultivates brand loyalty*
- *ensures evolution and keeps you ahead of the game.*
- *can re-ignite passion that may have been stifled by routine or problems.*
- *stimulates better performance because people are inherently creative*
- *exercises minds, keeps people young and builds strong character.*

## Creative COGS can assist:

*SMEs that see the need to change in order to be a powerful force in their chosen markets;*

*CEOs who realize their company is out of step, falling behind or losing its way;*

*business owners who feel the pace of change is outstripping their resources for coping;*

*organizations that want to deeply integrate sustainability in order to survive and thrive.*

## We like to work with those who:

- *are open-minded and ambitious;*
- *want to be masters of their own destiny;*
- *are serious about tackling the root causes of blockages and limitations;*
- *have the courage and commitment to follow through on a creative course;*
- *want to break free of dysfunction in their organization;*
- *are committed to long-term sustainable growth;*
- *want to embrace the opportunities and benefits of the creative economy.*

### Past clients, winners on the creative path

#### UN agencies

There is an urgent need to communicate ways to mitigate the effects of the AIDS pandemic in the workplace worldwide. We streamlined communications providing a cohesive marketing communications strategy and tools.

#### An established clothing company

We re-invented their brand and helped them introduce exciting new products, leading to a successful expansion and a welcome buy-out.

#### An international energy company

We devised ways to successfully differentiate them in a very competitive market to help them achieve an image as market leader.

#### A tech startup

We mentored the owner through the early stages of defining and forming the business, helping him to actualize his vision.

#### A national broadband supplier

We identified values and messaging to successfully establish them in a niche that played to their strengths and fostered good customer and community relations.

#### An alternative holiday company

Over five years we re-worked their image, improved their messaging, expanded their market and raised their occupancy levels to 95%.

#### A nationally franchised windscreen-replacement company

We improved relations inside and customer loyalty outside, and discovered hidden gems for improved profitability.

# Four straightforward steps: an overview of a typical process

Changing mindsets and behaviours can take time and trigger resistance among individuals and the organization as a whole. The process can be both enjoyable and challenging as it takes participants through unfamiliar territory.

*The process is individually tailored; the timeframe is agreed and regularly reviewed.*

*Given the nature of creativity, it can sometimes appear to be ambiguous and even chaotic; commitment, courage and trust are therefore required for successful outcomes.*

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**We gain a real understanding** of the business as we find it

**The client supplies information** to assist us in our understanding of the organization.

**Interviews are held** with key personnel at all levels to get a clear picture of structure, objectives, goals, passions and obstacles to progress, as well as behaviours, culture, team dynamics, responsibilities, capabilities, levels of satisfaction and more.

**We take a 'reality check'** to establish a common understanding of the brutal truth of now.



**We agree on how the organization could ideally evolve**

**We agree a common understanding** on desired outcomes and how they will be delivered.

**We agree on a new vision, mission and values** that will support the evolution of the organization.

**We create and agree an authentic and winning evolution strategy** with all stakeholders.

**We agree to keep an open mind** during the process to allow fresh ideas to flourish and guide us in new directions that may emerge along the way.

*“Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything.”*

—George Lois



**We brainstorm**, hold workshops, train, and mentor

**We break down barriers**, throw out useless conditioning, have fun and discover creativity.

**We question everything**—the products, working practices, procedures, environment, canteen food...

**We get comfortable** with not being logical, letting go of control, observing and feeling.

**We build self- and team awareness**, healthy relationship dynamics and true empowerment.

**We bring all that we learn into focus** around a new, authentic, dynamic strategy for future success.



**We work alongside all the stakeholders** to implement the strategy successfully

**We work with individuals and teams** to ensure that everything meshes together as a newly-energized organization emerges.

**We work closely with the management team** to monitor progress, adjust the programme and take part in innovative initiatives as required. Once the agreed programme is completed and fully operational, we are available for refresher sessions as required.



## Lewis Evans, founder of Creative COGS:

*"Staying out of the box till they put me in one."*

**"The Creative Economy opens up fantastic opportunities for those who know how to work with it and are seeking a more balanced and fulfilling work environment."**

At a time when 'specialization' was the buzz word and a steady job was the ideal that most people sought out, Lewis Evans was on a different journey.

The world was too big, and the choices too numerous to fix on one singular activity and pursue it for the rest of his life. So he chose to explore— inside and out—as many options as he possibly could.

Anyone who lives life in this way inevitably notices the inter-connectedness of everything. Work and play, art and business, people and nations all share inextricable connections and essential relevance, one to the other, in human dynamics.

In the world of business we are all too often expected to be linear, logical and analytical, even though we are spiritual, emotional, organic beings. We deny the parts of us that make us human and distort ourselves to serve economic goals rather than human ones. Feelings are seen as weaknesses to be controlled and suppressed,

It's not surprising that we continue to cycle through the same ups and downs as we always have, only faster and with more sophistication. And it's no surprise that, as pressure builds on all fronts, cracks appear in our systems, practices and processes.

However, we are now beginning to appreciate how creativity and innovation enrich us in all areas of life. We see how they create wealth and satisfaction.

And it's becoming clear that a creative culture makes business work more efficiently, powerfully and successfully.

Typically, work occupies 80% of our productive lives. It therefore makes sense to find ways to enjoy and enrich our everyday experience. We want to contribute and we want our lives to have meaning. In our organizations, we want to build success in a harmonious and balanced way, and be part of something worthwhile. There is growing evidence that this way of working brings greater long-term added value and financial achievement than purely focusing on the bottom line .

Lewis Evans founded Creative COGS to help cultivate this ethic.

# Lewis Evans mixes creativity with sound commercial realism.

He has coached and provided consultancy to individuals and organizations worldwide.

His 30+ years in marketing communications have been complemented by a wide range of 'extra-curricular' activities such as acting, meditation, personal development, and attempting to play his saxophone.

He is based in Canada and France.

Contact Lewis directly at [lewis.evans@cogenicamedia.com](mailto:lewis.evans@cogenicamedia.com)

**Inspirational, individualized, action-packed workshops!**

**Build a high-performance brand for your organization.**

Discover powerful creative workshops that will:

- build a potent, authentic, high-performance brand identity
- actualize your organization's true creative potential
- leverage your strengths and unique offering
- activate the power of you, your team and your organization
- create magnetism and meaningful rewards through your brand
- build upon the true dynamics of success
- develop practical, values-based steps for brand implementation and success

Go to: <https://cogenicamedia.com/brand-new> for details

- *Lewis is a prolific professional artist who exhibits internationally and helps artistic communities effectively promote their work.*
- *He has invented, designed and commercialized several innovative products.*
- *He discovered a new way to trade currencies and has been teaching his unique methodology since 2005.*
- *In 2011, he published his first novel, Hominine—a fast-paced geopolitical thriller that raises important questions about our existence ...and provides disarmingly simple answers.*
- *He regularly mentors and coaches startups and small businesses in Europe and North America.*
- *He provides complete marketing communications packages for companies/organizations of all shapes and sizes.*
- *He runs art-based creativity holiday courses in sunny locations.*

