



The Curiosity Imperative



If you're not living on the edge you're taking up too much room

How would you like to live longer, be happier, find more opportunity, have better relationships and find small pockets of meaning in your everyday life?

There's now a substantial body of evidence to show that the way to do this is to get outside of the comfort zone and become more curious. Individuals and organisations can gain a competitive edge simply by getting 'the curiosity imperative'.

In this fun, interactive and inspirational session, Malcolm McClean, Founder of The School of Curiosity shows how you can measure, enhance, rejoice in, and profit from your curiosity. Drawing upon his own extraordinary experiences, this session is ideal as a keynote, an off-the-wall boredom breaker or closing rallying cry. It will uncover: -



- The curiosity imperative and what it means for your people and your organisation
- The sigmoid curve and the comfort zone delusion
- Four strategies for living life on the edge
- How to be more curious
- How to think like an eight year old
- How to enjoy more good fortune
- How to harness the power of fun

Malcolm says "People are becoming paralysed by KPI's and management mumbo-jumbo. Plans, policies and procedures have their place but they can all too easily take hold of an organisation and stifle the curiosity of its people. It doesn't take much to rekindle the spark, and who knows where it may lead?"



Clementine, the public face of The School of Curiosity

Sometimes small things can make a big difference. Curiosity is one of them. What better reason to get out of your comfort zone and live a life closer to the edge? Because if you're not living on the edge - you're probably taking up too much room."

"..an amiable Northerner with an almost evangelical zeal. McClean aims to destroy the grey canvas of our salary accumulating lives"
The Independent on Sunday Magazine

"He captures the attention of the audience with ease. The room was buzzing after he had finished ensuring that guests left our event on a real high"
Natalie Melton, Weston Spirit

"Malcolm McClean has original thinker written all over his face. If he says something, believe him - it works"
Kate Marlow, presenter, Channel 4's Reality Check

"Puts his success down to one phrase: doing great things with great people"
Aberdeen Press & Journal

The School of Curiosity

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Malcolm McClean is a Sunday Times best selling author. He has had a curious career and in 2000 founded Bearhunt, a business based on the principles he found in a children's story. Since then he has founded The School of Curiosity and the not-for-profit It's a Goal! Foundation. He has published four books....

Bear Hunt: Earn your living doing what you love
To the Edge: Entrepreneurial secrets
Thinking Outside the Box, with Brad Friedel
The Didi Man, with Dietmar Hamann



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