

**THE 25th ANNUAL INTERNATIONAL CREATIVITY CONFERENCE
IN SOUTH AFRICA**

ONLINE BUSINESS CONFERENCE
20/21 OCTOBER 2020

THEME:

RICH BRAIN, POOR BRAIN

ACRE25

PROGRAMME**BUSINESS CONFERENCE****SOUTH AFRICAN TIME****TUESDAY: 20 OCTOBER 2020**

- 12:45:** KOBUS NEETHLING: Introduction to the conference.
- 1300:** WOUTER SNYMAN (RSA): *Rich Brain, Poor Brain.*
- 1400:** INGVAR JONSSON (ICELAND): *How to lead as a Viking.*
- 1500:** HADI OMER (UAE): *Creativity in action.*
- 1600:** LEE KITCHEN (USA): *Creating Purposeful Spontaneity.*
- 1700:** TIM HURSON (CANADA): *Get ready for the Perfect Pivot.*
- 1800:** AMY SEGAMI (USA): *Painting on Water™ – Studio Strategies for the Creative Brain.*

WEDNESDAY: 21 OCTOBER 2020

- 1300:** JOHAN BURGER (RSA): *Ordinary people can achieve extra-ordinary outcomes.*
- 1400:** SJOERD DE WAAL (NETHERLANDS): *Stakeholder Centered Leadership.*
- 1500:** RACHÉ RUTHERFORD (RSA): *Use your brain – and manage your wealth successfully.*
- 1600:** DAWN DePASQUALE (USA): *Increasing your impact as an Inspirational Leader.*
- 1700:** DR KOBUS NEETHLING (RSA): *The Creativity Courage Connection.*
- 1800:** MARK DODSWORTH, LEE KITCHEN, WAYNE CHILDERS (USA): *Collaborative Combustion II – The 2020 Digital Edition.*

MESSAGE FROM DR KOBUS NEETHLING

The President of the South African Creativity Foundation.

“One day you will wake up and there won’t be any more time to do the things you’ve always wanted. Do it now.” Paulo Coelho

These words of Paulo Coelho motivated me to initiate Acre 25, a kind of Acre that we have never experienced before. It has been a year that has impacted in different ways on every person on our planet. And it is with deep appreciation that we are able to celebrate our 25th international creativity conference and we believe that there has never been a more appropriate time to unleash our creativity throughout the world. So many individuals, businesses, schools and sport teams have suffered the past year---- “From the ashes, a fire shall be woken, A light from the shadows shall spring...” May these words of JRR Tolkien be true for all of us.

The past 24 Acres have brought so many thousands of people new creativity insights and knowledge but also a special kind of joy. We trust that our 25th conference (and our first-online conference) will also delight and gratify every participant. We also hope that we will be able to reach more people than before-- We really had to do things differently but that is what creativity is all about. Edward de Bono says it so perfectly

"Creativity involves breaking out of expected patterns in order to look at things in a different way."

We say thank you to all our presenters—you are all very special people and world leaders in applied creativity. We honour you and appreciate deeply your support and contributions. Thanks to Ena (21 years now) for her huge inputs and hard work behind the scenes. Also a special thank you to Magriet for being the anchor of Acre 25, managing and coordinating the social media part of the programme in an amazingly professional way. Thank you also to our Solutions-finding team: Marita, Ettiene, Anzelle and Freddie.

Our theme for Acre 25 is “Rich Brain, Poor Brain”. We believe that it is the perfect theme for a creativity conference in 2020. We have to dramatically move away from poor brain thinking regarding, wealth, relationships, leadership, education—everything. Soren Kierkegaard’s words have never been more true “Life can only be understood backwards; but it must be lived forward.”

Let our ‘forward journey begin’

KEYNOTES**SOUTH AFRICAN TIME****BUSINESS CONFERENCE****TUESDAY 20 OCTOBER 2020****12:45 - 13:00**

DR KOBUS NEETHLING
Introduction to the conference

13:00 – 14:00

WOUTER SNYMAN (RSA)
Rich Brain, Poor Brain

REVEAL

How your poverty is largely the result of your own mental attitude.

DISCOVER

How you can obtain **WEALTH** by developing your **RICH BRAIN**.

LEARN

The simple principles of how to easily double your income

- How does the brain of a millionaire look like?
- Have you ever pondered why some people live wealthy and affluent lives and you do not?

Have you ever dreamt that wealth may also be possible for **YOU**?

14:00 – 15:00

INGVAR JONSSON (ICELAND)

How To Lead As a Viking

The image history has painted of Vikings is of huge bearded barbarians' warriors, dressed in animal fur tunics and horned helmets - a classic stereotype - generated by the fear they sparked, which became the stuff of legends and I expect history to remember the old fear-sparking manager in a similar way.

Vikings were a society of much more than warriors. Their spiritual structure gave meaning to their lives. They had a strong sense of community, loyalty, trust and honour, which powered their actions. Like a Coaching Leader they were guided by their values, they challenged the limits of the world they knew, to create a new and better life for themselves and the people they cared for. In general people forget what you say and what you do – but they rarely forget how you make them feel.

It takes true courage to be a Coaching Leader. The mark the Vikings made on the world and the courage they displayed are same as the trades of the Coaching Leader. Their deep-rooted courage is the key that made their journeys legendary. They share a life which is defined by challenging themselves to do more and be more. Behind the myths and titles lies an expression of their courage, and a deep desire for a better reality – for all. A Coaching Leader embraces the fact that his main responsibility and focus is empowering the team – his fellow warriors!

15:00 – 16:00

HADI OMER (UAE)

Creativity In Action.

- Developing ultimate marketing communication
- What is (effective) targeted messaging
- Your credit card (There 100+ millions of plastic cards)
- Plastic card New Marketing. opportunities ...
- The revolutionary new model

16:00 – 17:00

LEE KITCHEN (USA)
Creating Purposeful Spontaneity

They say that spontaneity is the ‘spice of life’ but it is so much more! In this informative, interesting and SPONTANEOUSLY FUN workshop we will take a deep dive into the relationship spontaneity has with creative problem solving. We’ll explore different ways each of us can be more spontaneous in our work and personal lives, to avoid ‘missing out’ by not being open, inspired, willing, able and ready. **WARNING** - there may be some spontaneous dancing, so you won’t want to miss this!

TOOLS AND TECHNIQUES - Participants in this workshop will:

- Learn five different techniques to help them be more spontaneous
- Participate in some fun, interactive energizers that help showcase how easy spontaneity can be (including dancing!)
- Learn how to apply some creative problem-solving tools to help challenge their ‘comfort zone’

APPLICATIONS - Participants will leave this session with:

- A list of things outside their ‘comfort zone’ to encourage them to be immediately spontaneous should opportunities in those areas arise
- A clear, easy-to-follow model to apply ongoing spontaneity
- A greater sense of self and how we process things we are comfortable and uncomfortable with
- Personal Growth: Ideas and experiences that would provide opportunities for reflection, personal exploration and growth, self-assessment and feedback. May include a time to just enjoy, laugh, participate in playful experiences, and reconnect with your inner child.

17:00 – 18:00

TIM HURSON (CANADA)
Get ready for the Perfect Pivot

Four ways to think about your business, your product, your career, and yourself so that you can be ready to make the perfect pivot. Get ready!

18:00 – 19:00

AMY SEGAMI (USA)

Painting on Water™ – Studio Strategies for the Creative Brain.

Dip into the ancient world of Suminagashi. Capture the modern-day creativity strategies through Painting On Water™ that will help you see the Rich Brain Poor Brain. Experience an innovative keynote demonstration from the original developer of this art-based learning process. Designed by a corporate mechanical engineer and a professional artist, it is based on the laws of physics and 2,000-year-old ancient art from Asia. Applicable for both business and life.

Both relaxing and energizing, past participants have found the session to be thought-provoking, memorable, and meaningful that empower them to rethink the possibilities.

Take Away:

Tips to foster creativity

Tools and Techniques to apply creativity

Receive a digital reproduction from an original Painting On Water™ created by Amy Segami

WEDNESDAY 21 OCTOBER 2020

13:00 – 14:00

JOHAN BURGER (RSA)

Ordinary people can achieve extra-ordinary outcomes

- 1) Ordinary People can achieve extra-ordinary outcomes - don't under estimate yourself**
- 2) Creativity is not the privy of a few gifted individuals - anyone can**
- 3) Seek opportunities to convert desperation into innovation**
- 4) The Whole Brain Team**
- 5) Intellect, professional planning and hard work is important - But TRACTION is King**

14:00-15:00

SJOERD DE WAAL (NETHERLANDS)
Stakeholder Centered Leadership

- What is Stakeholder Centered Leadership?
- Which of the twenty ineffective (and unrecognised) habits do you show regularly?
- Feedback and Feedforward
- How do you score on Courage, Humility and Discipline?

15:00 – 16:00

RACHÉ RUTHERFORD (RSA)
Use your brain – and manage your wealth successfully

In this session, I will be answering the following questions:

- What does your attitude and thinking have to do with wealth?
- How does your ‘poor brain’ impact your ability to manage your finances?
- What is a whole brain approach to wealth?
-

Money cannot buy happiness but it's more comfortable to cry in a Mercedes than on a bicycle.”

16:00-17:00

DAWN DePASQUALE (USA)
Increasing Your Impact As An Inspirational Leader

Those in both formal, and informal, leadership positions will leave this session with a clear understanding of why it's business-critical AND noble to become a more “Inspirational Leader”.

We will:

- We will wrestle with the terms “managing” vs. “leading” Which is better? Which yields more engagement? Which yields more productivity?
- We will debate, and discuss, whether leaders are born or made, i.e., are there “naturally born leaders? Can anyone “learn” leadership?
- You will learn 4 globally-consistent characteristics that people look for in an “Admired Leader.”
- You will leave with concrete ideas and actions of how to elevate your “inspirational impact” to encourage a more engaged workforce, and a more noble legacy.

17:00-18:00**DR KOBUS NEETHLING (RSA)**
The Creativity Courage Connection

In this inspired Keynote delivered by Author and Creativity and Innovation Expert, Dr Kobus Neethling, you will learn the top trends impacting the future of business and life, Post-Covid and gain a Blueprint for your Success in Business and Life.

- Unpacking two kinds of creativity
- Where did we go wrong?
- The rich brain choice
- Creativity plus Courage plus passion
- Getting to the essence of successful creativity
- Anchoring

18:00-19:00**MARK DODSWORTH, LEE KITCHEN, WAYNE CHILDERS (USA)**
COLLABORATIVE COMBUSTION II – THE 2020 DIGITAL EDITION

Looking for fresh ideas for your next virtual meetings? Want new choices to bring more ZING into your next Zoom (meeting)? Join the DIGITAL DUDEz for *Collaborative Combustion II- the Digital Edition*. Join 3 experienced global facilitators who are passionate about collaboration and the result is a practical, purposeful and playful approach to virtual collaboration!

What can I expect from the session?

- Proven principles to improve any meeting, Zoom-friendly activities
- Practice 3 'zoom friendly' activities - freshly created to improve any online meeting, innovation session or creative endeavor.
- Explore 2 purposeful principles, proven to boost results
- Experience 1 super fun performance - a new rhythmic composition by the DUDEz

BIOGRAPHIES

JOHAN BURGER (RSA)

Johan Burger is the former CEO of Evraz Highveld Steel one of the largest steelmaking companies in Africa. He is an electrical engineer with extensive experience in the steel, mining and heavy engineering industries and served on the boards of numerous national and international companies. He was recruited as CEO to assist with the turnaround of Highveld Steel, and his lecture provides some of the background and learnings from this difficult challenge and how creative thinking and perseverance of ordinary people can produce extraordinary results.



WAYNE CHILDERS (USA)



Wayne Childers is the Chief Conservation Officer for Ah Ha!, leading client development and outreach efforts. He is also a Facilitator of Organizational Learning, certified in CPS, an Innovation Catalyst, Researcher, husband to Susannah, father of two awesome daughters, foodie, wicked good cook plus an aspiring wine geek. Prior to joining Ah Ha! in 2001, he spent 14 years at Procter & Gamble where his roles spanned Global Project Design, North American Sales Management and Innovative New Product Development

DAWN DePASQUALE (USA)

Over 10,000 leaders in North America, Europe, Great Britain, China, South Africa, Namibia, and Dubai have been impacted by Dawn's insights and education in leadership, innovation, and creative problem solving. As a DDI Master Trainer, DDI Advanced Facilitator, and Certified Creative Problem Solving facilitator, she's been a consultant to blue chip companies and premier universities including Princeton University, Reuters News Group, UBS Financial Services, Philips Medical Systems, Hitachi Global, Pfizer Pharmaceuticals, Yale University, Lockheed Martin, Citibank, Westinghouse Energy, and BASF Chemicals. As a change agent and strategic leader she identifies and eliminates barriers to employee performance, productivity, and innovation, while improving workplace climate and increasing employees' excitement for their work. Recently she was a Vice President of Talent Strategy for a data analytics company, and served as the Chief Learning Officer for American University in Washington, D.C. Currently she contracts as a consultant and facilitator in the pursuit of innovative practices and leadership development. She also coaches individual leaders to navigate leadership challenges.



SJOERD DE WAAL (NETHERLANDS)

Leadership is simple, but not easy. You as a leader have a big influence on the wellbeing of a lot of people, many of which you may not know personally (think spouses, children, brothers and sisters). Leadership doesn't stop at the company's door. Yet, too often we underestimate the effects our behaviours have on other people. Sjoerd de Waal has studied leadership in many different situations, wrote books about it and now trains and coaches leaders. He helps them to look further than their job description and let them discover where there is room for improvement and how to grow to the next level

MARK DODSWORTH

Mark Dodsworth is an international speaker, musician, co-founder of RedZebra, a Social Enterprise that has offices in the UK, USA and South Africa. As the International Director for Actitud Creativa based in Spain, Mark also manages global expansion for the Creativity Certification Program. Having presented globally at numerous conferences, Mark brings a wealth of experience and uses a dynamic toolkit of rhythm, music and creativity to actively engage and empower people in communities and organizations

**TIM HURSON (CANADA)****Tim Hurson–Innovation and Productive Thinking Catalyst**

Tim works globally as an executive consultant, business school guest lecturer, and keynote speaker on better thinking for better business. He is author of *Never Be Closing* (Penguin Portfolio), recommended by the Oprah Winfrey Network, and selected as one of **The Seven Most Useful Self-Improvement Books of 2015** by Inc. Magazine, and *Think Better* (McGraw-Hill), used in over 100 business schools globally.

INGVAR JONSSON (ICELAND)

Ingvar Jónsson is the CEO of Profectus, PCC-Performance Coach within the field of Leadership, Internationally published author, Edutainer and a Musician. He holds a degree in International Marketing and an MBA from Copenhagen Business School. In 2020 he was awarded as one of 101 Most Fabulous Global Coaching Leaders.

Ingvar has a restless inner drive and desire to inspire and develop others. After a diverse carrier as a chef, sailor, graphic designer, software developer, musician and stand-up comedian he started his studies at the age of 37. After graduating at the age of 42 he has published four books.

**LEE KITCHEN (USA)**

Lee Kitchen is a Workshop Leader, Keynote Speaker, inspired Innovation Catalyst and founder of his own firm - Magical Dude. He has 30+ years of driving creativity at Disney, leading on and off property magical experiences. Along with his 5-Star creative skills, he is Culture-Change Agent, Design Thinking Trainer, Rocking DJ, Avengers and Stars Wars obsessed fanboy plus a walking pop culture encyclopedia

DR KOBUS NEETHLING (RSA)

- **Holds six degrees including two Masters, a Doctorate and Post-Doctorate (cum laude) in the identification and development of creative behaviour (Universities of Cape Town and Georgia-USA).**
- **Has written more than 80 books and 9 TV series including a number of international best-sellers: “Creativity uncovered”; “Very smart parents” and version two of “Am I clever or am I stupid” – has sold more than 200 000 copies.**
- **Guinness World Record Holder: Co-author of “Making the Impossible possible” -the book of more than 100 pages written in the fastest time ever – four and a half minutes.**
- **Has received 10 International Who’s Who Awards including Personality of the Year (2000); One of 2000 outstanding Scholars of the 20th century (1999: Cambridge England) and The International Who’s Who of Intellectuals Award.**
- **Received the first International Creative Genius Award (2004) from the International Genius Academy (USA).**



- Developed the largest battery of Whole Brain Instruments in the world including the acclaimed 8-Dimension Brain.
- Works with major corporations, national sporting teams and education groups from all over the world.
- Co-developer of the Hit TV show “Out of the Box” – WINNER OF THE 2007 “US INTERNATIONAL FILM AND VIDEO FESTIVAL” SILVER SCREEN AWARD.
- 2008 Recipient of the Excellence in Innovation Award (Mumbai: Feb 2008).
- Member of a prestigious international steering committee of 4 people to research the possible integration of the two disciplines – Creativity and Innovation (2009).
- Invited as a co-author to contribute to the trendsetting book on 21st century innovation “The future of innovation” (London; March 2009).

DR RACHÉ RUTHERFORD (RSA)

Raché holds several degrees, including a Master’s degree and a PhD on the development of whole brain thinking and creativity.

Raché is co-founder of the Creativity Foundation of South Africa, a member of the Kobus Neethling Group and has been involved in identifying and developing creative behaviour for 20 years. She develops, designs and presents creativity programs in numerous organisations in South Africa, including Anglo Platinum, Toyota, Sanlam, Clicks, Barloworld, Alexander Forbes, Sonae Novobord, ABSA, schools and tertiary institutions. Internationally she has trained in the UK, USA, Hong Kong, Singapore, Indonesia, India, Australia, Denmark, Sudan, Abu Dhabi, Belgium, Canada and France.

Raché is a keynote speaker, and has appeared in several magazines, and on several radio and television programs, including the award winning Out of the Box, as a creativity expert.

Raché is also the co-author of more than 40 books, including the best sellers which she co-authored with Dr Kobus Neethling: Creativity Uncovered; Am I clever or am I stupid? Creative people can perform miracles; Very Smart Parents; Courage; Love, sex and your brain; The Life Changing Diary; Taking you beyond and the latest Do you want to be slim?



AMY SEGAMI (USA)



Amy Segami, a business consultant focusing on innovative leadership, is an executive vice-president, entrepreneur, and engineer turned artist. A Chinese-born American living in Chicago, she earned two engineering degrees, revived an ancient art, and coined the term Painting On Water™. Her works are in museums and permanent collections. Her unique process was nominated for the 2020 Thomas Edison Innovation Award. She was featured on BBC, NPR, and TED Blog. Her innovative programs incorporate the physics of flow with storytelling to transform leaders ranging from Illinois Tech to Fermilab and Dow Chemical. Segami has received many honors, awards, and recognitions for her innovative application of art, science, and business.

WOUTER SNYMAN (RSA)

Wouter Snyman is the founder of the attooh Group of Companies. This group has won the number 1 Financial Advisor Group title for Discovery in South Africa for the last 7 years. He is a national and international speaker and trainer. Author of 13 books including the bestsellers The Ordinary Millionaire and Would driving a Porche change your life? Wouter is a “Serial Entrepreneur” and has successfully founded 15 businesses and is still adding to his repertoire.

**HADI OMER (UAE)**

Hadi Omer , MBA Lincoln UK , is the Director Of Sales and Marketing at EPM. He have more than 20 years of experience in IT industry with specialisation in Hr systems & ID card Printing. His profile include many Prestige projects for government and private sector like Driving Licnese , health insurance and Imigration projects. He is an Award Winner of UAE Minister of the Interior Excellence Award.