



The Genius Programme

Innovation coaching and training through Adzone

After more than 25 years in advertising as an award-winning creative director, Graeme first began to teach creativity South Africa's leading advertising schools in 2001.

Inspired by the possibility of unlocking the creative potential of not only students, but anyone with the desire to tap into new ways of thinking, Graeme trained to become a life coach in 2005 and began to develop a protocol and programme to help clients tap into their creative potential.

By 2008, Graeme had coached many clients from young graduates to top executives and developed various creative tools to assist in making changes fundamental to achieving goals. It was then that 'The Genius Programme' was born – a training programme over 6-8 weeks designed in three parts to help clients understand their restrictive habits of thinking; insights and liberating tools into new way of thinking; and ways to embed new thinking in order to reach goals, objectives and life purpose.

'The Genius Programme' workbook was published in 2013, and has been widely used in various corporate innovation training programmes, by the Henley Business School and by many individuals looking to change their outcomes in life.

Today Graeme offers various training packages, from short inspiration sessions, to morning or afternoon talks, to full one or two day innovation training programmes. He also continues to provide one-on-one innovation coaching to clients from young students, to corporate executives, middle managers and retirees.

In the strategic planning process, the need for greater creativity and innovation is often highlighted, and it is here that Graeme provides a key and quite unique service to Adzone clients.

Graeme can be heard on the radio station PowerFM most Thursday mornings just after 8:45am on aspects of 'genius thinking'.