



Maverick Mindset

Maverick Mindset designed specifically on the quote by Steve Jobs, MD of Apple
“Are you in the Navy or are you a Pirate”

Activities incorporate both logical and lateral thinking, creativity, some physical and holistic challenges. Although “fun” is our main ingredient we also add intrinsic value to your business.

Working against time, teams need to use the available resources, think differently to create the Maverick mindset element to complete the fifteen plus tasks.

Here are some of the activities:

- **Tangram** - gets the cogs of mechanical thinking turning, in order to reconstruct a one dimensional look-a-like of the Black Pearl (You need to do some serious juggling and lateral thinking with the seven piece ‘Giant puzzle’)
- Make a compass and indicate ‘**NORTH**’. (Simple when you know ‘HOW’.)
- **Race** your seaworthy vessels across the waters – design, brand, float and deliver; it’s a ‘Streamlined, Interactive, Adaptable and Marketing Concept’!
- **Physical fitness** – one must not only be mentally fit to the market, but physical fit and tuned to work smart, this goes a long way.

These are just a few of the interactive activities that combine the resources of the team, which bonds and embraces all with some AHA moments and laughter.

There is a saying, ‘Seeing is ‘Believing’ and you will be amazed at what happens. Maverick Mindset is powerful product, in that many of the activities look simple, but in reality they prove otherwise.



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Navy / Bureaucrat



NAVY / Conservative Corporate

Lord Admiral Horatio Nelson despised pirates in 1804, his statement about English privateers,

‘The conduct of all privateers is so near piracy that I only wonder why any civilized nation can allow them’

Admiral Nelson also guarded the Coast of Africa against pirate attacks directed at British merchant ships in the early 1800's. Admiral Nelson - Pirate Hunter!

Pirates arrrrr us!

We proudly uphold the tradition of: *The Nelson Touch!*

Nelson Mind Set in the corporate environment represents the following:

- Disciplined & systems driven
- Bureaucratic, highly structured & rigid in approach (Red tape)
- Reputation based on past successes
- Conservative / stayed innovation mind set
- Work within boundaries
- Top line management don't always have 'finger on pulse' at ground level. (One directional not always bidirectional)

Steve Jobs:

Pirate / Maverick



PIRATE / Innovative Corporate

Johnny Depp true modern day pirate / maverick! Unconventional, brilliant, innovative and gets the job done.

After researching 18th century pirates, he portrayed the character - Captain John Sparrow in 'Pirates of the Caribbean' in an off -kilter manner.

Many industry insiders also questioned Depp's casting, as he was an unconventional actor not known for working within the traditional studio system.

'Pirates of the Caribbean' grossed 1\$ billion dollars, the 8 biggest box office film in history!

Navy arrrrr us!

We proudly uphold the tradition of: *Captain John Sparrow'!*

Pirate / Maverick Mind Set

- Innovative & lateral thinkers
- Wilfully independent & mindful of their core values & rules of engagement
- Keen to make their mark & do things their own way
- Pioneers & trend setters (Push and re-event boundaries)
- Risk takers within a structure
- Highly optimistic and driven
- Have a strong belief in the success of the team
- Generally are in tune with ground level workforce. (Com's open & Flowing)



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