

# KOBUS NEETHLING

## Abridged Curriculum Vitae



- Kobus Neethling was invited to train the staff of Nelson Mandela, just after he became the First President of a new Democratic South Africa. The topic was “The importance of Creativity and Innovation in a new South Africa”. This was a great honour for Dr. Neethling - regarded as the leading creativity expert in South Africa.
- Dr Neethling was invited by the office of the prime Minister of the UAE, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, to deliver a presentation on “How to introduce and sustain Creativity and Innovation in the Organization”.
- President of the South African Creativity Foundation
- 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, Northwest and Georgia-USA)
- Rotary Foundation Scholarship 1983/84 \*
- Has written more than 90 books and 9 TV series including a number of international bestsellers (Including ‘Creativity uncovered’; ‘Very smart parents’; ‘Taking you beyond’; ‘Love, sex and the brain’; ‘Creative rugby’ and the new version of ‘Am I clever or am I stupid’ which has sold more than 200000 copies)
- Guinness World Record Holder: Co-author of “Making the Impossible possible” --- the book of more than a 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 20<sup>th</sup> century (1999: Cambridge England) and The International Who’s Who of Intellectuals Award
- Received the 1998 International Leadership Award from the Creative Problem Solving Institute --- USA
- 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 (used in more than 40 countries) including the acclaimed 8-Dimension Brain Model
- International Silver Screen Award (for a TV episode called Creativity)
- Works with major corporations, national sporting teams, and education groups from all over the world
- Voted by Femina magazine as one of the six best presenters in South Africa
- Co-developer of the Hit TV show “ Out of the Box” --- WINNER OF THE 2007 ‘US INTERNATIONAL FILM AND VIDEO FESTIVAL’ SILVER SCREEN AWARD
- recipient of the Excellence in Innovation Award – one of the most prestigious innovation awards in Asia.
- Member of an international steering committee to research the possible integration of the two disciplines --- Creativity and Innovation (2009)
- Worked with national and international sports teams since 1993
- Invited as a co-author to contribute to the trendsetting book on 21<sup>st</sup> century innovation “The future of innovation” (London; March 2009) --- coining the phrase. “Innovation of the mind without innovating the heart is no innovation at all”
- Gave the opening keynote at the European Creativity and Innovation Conference (ECCI) – Belgium; acknowledged as one of the most prestigious keynote platforms in the world
- Member of the International Innovation Alliance – a group of 7 innovators from five continents - all international ‘innovation reward recipients’ The most prestigious innovation expert group in the world.
- “Dr Kobus Neethling is one of the top 3 speakers in the world on the topics of creativity and innovation” --- as quoted in the programme of the 12<sup>th</sup> European Conference on Creativity and innovation.
- Recipient of the prestigious Paul Harris Fellowship Award (Rotary International – 2015; previous recipients include Miriam Makeba and Nelson Mandela)

## Topics for talks and training

- CREATING A HAPPY ORGANIZATION
  - Establishing a whole brain culture (Focusing on leadership and followership)
  - Anchoring whole brain relationships throughout the organization
  - Determine the thinking, emotions and attitudes that are still below the line
  - Develop an action plan to eliminate the below-the-line factors completely (and the factors that are the happiness blockers)
  - Anchor above the line (whole brain thinking and behaviour, mature emotions and meaningful productivity)
  - The Above the Line model
  - The International Happy People Results
  - The Happiness Sustainability Programme
  
- Moving from Ordinary to Beyondness
  - the ordinary paradigm (personal and business)
  - ordinary creativity – and ordinary results
  - understanding the Stretch Zone and Stretch targets
  - entering Beyondness
  - developing the profile of a Beyonder
  - creating new futures
  - getting Beyonder results
  
- A New kind of creativity for a new kind of century
  - the 3 zones of creativity
  - the qualities of a Beyonder
  - moving from problems to possibilities
  - ideas for extraordinary times
  - seeing the future first
  
- Using your Whole Brain in the 21<sup>st</sup> century
  - understanding your 4 quadrant brain
  - moving beyond your comfort zones
  - discovering the 8 dimensions of your brain
  - putting your 8-dimesnion brain into action -gaining an amazing edge

- From Creative Problem Solving, to Opportunity Finding to Miracle Making
  - understanding the stages of creative empowerment
  - expanding the power of your whole brain
  - re designing your beliefs - the essence of your human being-ness
  - becoming the miracle maker
- The five critical ways to 'get out of the box'
- How to become 8 times more creative
- The essence of successful creativity

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