



# 5 Essential Steps to Catalyse Change

Create a smooth path to collaboration  
with these pre-engagement questions

SHIFT YOUR THINKING  
TRANSFORM YOUR BUSINESS  
CREATE POSITIVE CHANGE

  
**MaverickMinds**  
*shift your thinking*



# Hello and *Welcome.*

**YOU'RE ABOUT TO EMBARK ON AN EXCITING JOURNEY OF COLLABORATION AND DISCOVERY.**

Whether you're seeking innovation, greater team cohesion, or enhanced leadership, this guide will help you create a roadmap that's uniquely tailored to your organisation's needs.

Think of this as the beginning of a meaningful conversation—one that invites reflection, sparks curiosity, and sets the foundation for a powerful partnership. We're not just ticking boxes or following a formula; together, we'll shape a process that's intentional, creative, and built to foster real change.

So, grab a coffee, take a moment to breathe, and dive in. Your path toward a successful facilitation and coaching engagement begins here.

This publication includes original artwork I created. I bring my artistic expertise to our collaboration, using creativity and personalised coaching to encourage innovation and leadership while also nurturing creative wellbeing and holistic engagement.

# Let's Set the Scene.

Embarking on a journey of innovation in any aspect of your business is a significant undertaking. You're about to invest a considerable amount of time, energy and effort, and you would like to see positive changes.

Careful reflection and preparation ensure this investment brings the value you require. Preparation and communication are vital to maximising our engagement and ensuring that our steps head in the right direction.

Experience shows me that the sooner you invite me into the process to help you map and design the development work you are embarking on the better the outcome is for everyone.





## STEP 1

# Start with Why

*Grasp the fundamental reasons behind your quest.*

Understanding the "why" behind this and our process together is crucial. Why are we here? What are you looking for? Innovation, improvement, collaboration, creativity and great teamwork? These are the cornerstones of any flourishing organisation, and together, we can enhance them to unlock your organisation's full potential.

## STEP 2

# Pause, Reflect and Consider

*Shape the pathway to success through introspection.*

I invite you to delve into some thought-provoking questions to co-create a successful facilitation, coaching, learning and change experience. Your mindful reflections will shape how we design the best possible engagement for your business.

Firstly, some foundational questions:

- › What are you trying to achieve?
- › What's brought you to Maverick Minds and how can I help you?
- › What do you think are your current challenges and how do you know this?
- › What opportunities are available to you?
- › What's driving the need for coaching, facilitation or a combination?





## STEP 2 - CONTINUED

Let's dive a little deeper and begin to align on the purpose of this engagement. Your organisation's aspirations will guide our approach:

- › What is working well now?
- › Who is involved and who else must be involved/consulted in the process?
- › Where do you see the opportunities for development?
- › What sort of timeframe are we looking at?
- › How would we know if it was a success and why?

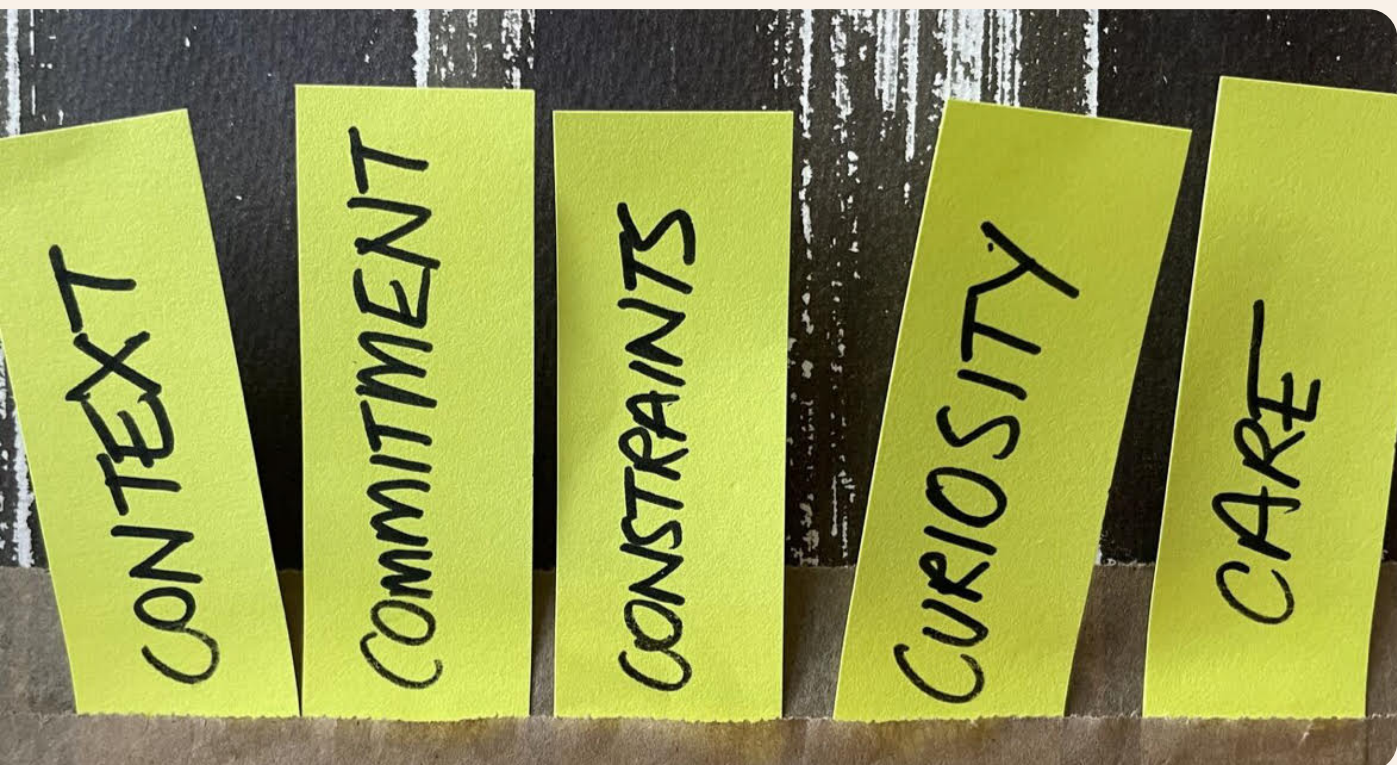
### STEP 3

## Leverage Proven Practices and Explore Future Possibilities

*Ensure your why, and the process you are embarking on, fit within organisational ideals and scope.*

While looking back at what's worked in the past can provide valuable insights, it's vital to assess the current situation. What has worked in the past may not be what is needed now and for the future.

- › What's worked in the past for your team or organisation?
- › What has changed to allow you to think about a new direction?
- › How do you see the future?
- › What feedback or input from your team could help refine your intention to align with organisational aspiration?
- › How does the current environment differ from past situations, and what implications does this have for you now and in the future?





#### STEP 4

## Ensure Leadership Engagement

*Of all the steps this one is crucial - involve leadership.*

Leadership involvement and consultation positively magnify the impact and meaning of our work:

- › Are the leaders of the business actively on board and supportive?
- › How can we encourage leaders to engage and be part of the process?
- › How do we invite those involved to have a say and be part of the process?
- › What barriers might leaders face in engaging with our initiatives, and how can we address them?
- › How can we align leadership goals with our initiatives to create a shared vision for success?

## STEP 5

# Communicate Purpose – Invite People into the Conversation

*Innovation and change can be destabilising for people particularly when they are not part of the decision-making process.*

Where people are successfully engaged in understanding why change is needed, and have a voice, the outcomes are more likely to benefit everyone. How can we work with the potential resistance that may emerge? While it may not be possible to involve everyone in every stage we can include people in the process in various ways. It requires thoughtful consideration and communication.

- › What changes and improvements would make a positive difference?
- › How can the need for innovation be understood across the organisation?
- › What is the appetite and support across the organisation for this work?
- › How can we think about leadership, teams and broader systemic context?
- › What are you prepared to commit to?





## STEP 5 - CONTINUED

Clearly articulating intention, expectations and gaining support from everyone involved go a long way toward creating a successful experience. Understanding the overarching purpose is fundamental. This is an incredible opportunity to make a difference. By co-creating this engagement, we can encourage participation and value every team member's input while embracing the emergent nature of the process.

As you move forward, I invite you to re-consider the following:

- › What are the main intentions and purpose of this engagement?
- › How can we allow for the unexpected and adapt as needed?
- › How can we invite people to be part of the process?
- › Are you ready to engage and invest?

By reflecting upon these questions and aligning our intention, we set the foundation for a successful facilitation and coaching engagement.

This isn't just a session - it's a collaborative effort to make a positive difference in and outside your organisation. Your journey starts here.

# Next Steps

Once you've considered these questions, I invite you to contact me to schedule a 25-minute complimentary discovery call to discuss what has emerged, other questions you have, and any additional information you need to begin the process towards creating a new way of thinking and being in your business.

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"Innovation is a much-banded about word in corporations today – everyone wants to innovate their products or services for competitive advantage. But what is innovation and how do you purposely go about innovating at work including creating a supporting culture?

Dr Cathryn Lloyd from Maverick Minds took my team at Queensland Rail on a 3-month journey on an Innovation Program. We learned about our team's collective and individual work profiles and how that can be used to enhance creativity.

Cathryn guided us through different innovation models and gave us an innovation toolkit to apply to problems. We were able to practice our innovation and creativity skills on four practical issues facing the team where we saw opportunities for improvement.

Cathryn has a deep understanding and passion for creativity and was able to expertly transfer this knowledge and enthusiasm to us through two workshops and numerous coaching sessions. We feel that we are now well equipped to be more innovative in the future."

**NEIL BUCKLEY, GENERAL MANAGER**

**COMMERCIAL AND RAIL ACCESS, QUEENSLAND RAIL**





Maverick Minds helps people to shift their thinking, connect and create, adapt and innovate in their unique professional context, to enhance wellbeing and for business to flourish. We love partnering and working creatively with our clients in complex and changing environments.

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## ABOUT

# Dr Cathryn Lloyd

Dr. Cathryn Lloyd is a pioneering facilitator and creativity coach, expertly blending her artistic background with team coaching and systems thinking. As Australia's first certified creativity coach, Cathryn brings a unique approach to professional development, helping individuals and teams navigate complexity and uncertainty through creative and holistic methods. With a Doctorate in Creative Industries and a wealth of

experience from roles like Professional Training Manager at Central Saint Martin's College of Art and Design in London, she's worked with corporates, academics, artists, and government agencies to foster innovation and enhance leadership capabilities.

Cathryn's business practice, Maverick Minds, delivers tailored coaching and facilitation services designed to unlock creativity and innovation. She's an accomplished author, speaker, and podcast host, offering workshops and presentations on creativity, innovation, and creative wellbeing. Her methods, developed through her Artful Inquiry research, encourage reflection, inspire action, and improve overall wellbeing. Reach out to explore how Cathryn can help you and your organisation flourish through connection, creativity and holistic engagement.



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