

\_\_\_\_\_ killed the cat

Exploring Curiosity at Work

Unmute 2021 Marketing Summit  
November 2021  
Stefaan van Hooydonk

Stay curious

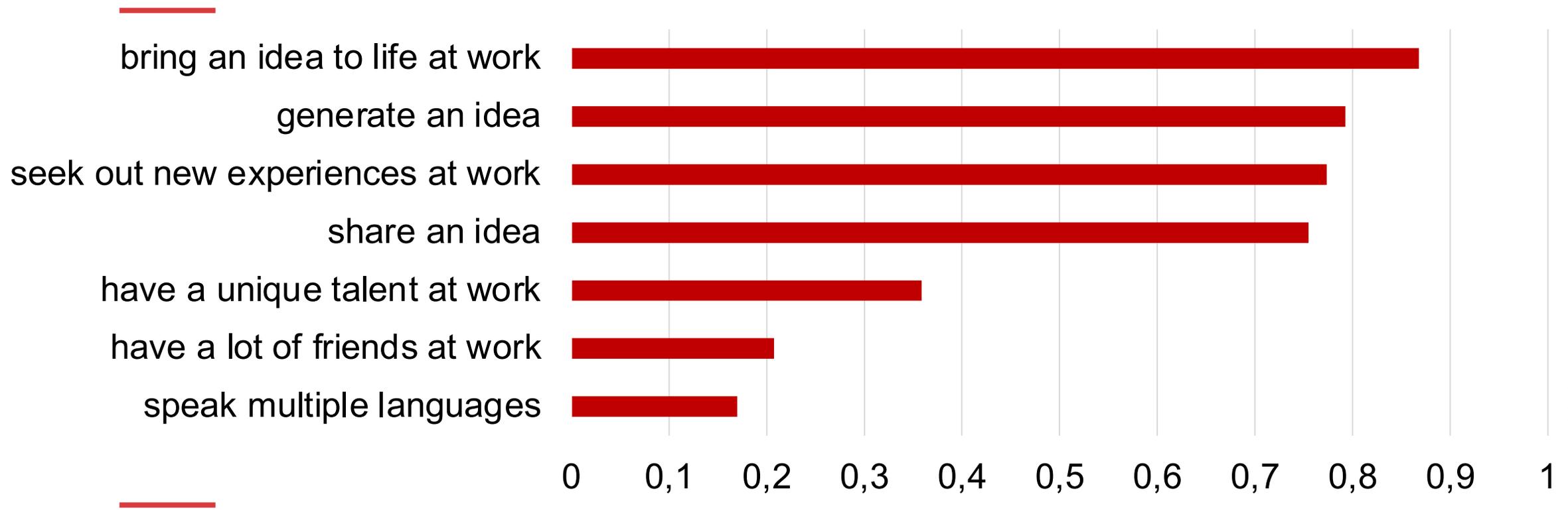
Global Curiosity Institute

Did it  
really?



"Bad news, its curiosity"

# A curious professional is more likely to...



Source: global curiosity institute, 2021

# Individual curiosity dimensions



Cognitive curiosity  
**"THE WORLD"**



Interpersonal curiosity  
**"OTHERS"**



Intrapersonal curiosity  
**"OURSELVES"**



Find out your own free curiosity profile @[www.globalcuriosityinstitute.com](http://www.globalcuriosityinstitute.com)

## Insight

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**workplace curiosity** can be a force to increase competitiveness, innovation, productivity, learning and engagement, yet is **fragile if not managed intentionally**

(summary of after 15 months of full time curiosity research)

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Common knowledge  
(for marketers)

**“information gap theory”**

is a way to arouse  
people’s cognitive  
curiosity and influence  
their behaviour

Exclusive To All Newspapers

# DIANA WAS STILL ALIVE HOURS BEFORE SHE DIED

A SERIES of previously un-  
seen CCTV images have  
revealed that Diana was alive  
and well before she was  
tragically killed in Paris, ten  
years ago.



**INSIDE** ● Do you think Diana is dead? Or have you seen her in  
Morocco? Call now: 0900 000 0000. If not, call: 0900 000  
0000. Calls cost (cont. p .94)

# FREE

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**.What never to eat on an airplane**

**...and lots more you're not supposed to know**

So much is changing so fast these days that you need to be an expert on everything. That's why we publish Bottom Line/Personal—the inside report on the best-kept secrets in America.

- . How to learn about medical discoveries before your doctor
- . What never to keep in your safe deposit box...never
- . Smartest time to file tax return if you want to avoid audit
- . How to speed up insurance claim when you're getting the runaround
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- Dangerous ingredients concealed by major brands of packaged food
- Sexual side effects—good and bad—of everyday medicines
- Legal way to write off cost of commuting
- How to detect marked cards and loaded dice
- Costs not covered by health insurance contract can be covered if you know the ropes
- How to deduct family vacation as business expense. Possibilities your accountant never showed you
- How to deduct all your medical bills without first subtracting 7.5% of gross income. Lots of people do it and never get in trouble. What's more, their play is perfectly legal

- Outwit mugger in self-service elevator
- Failure to report taxable income can be fraud or just carelessness, depending on your bank
- How safe is your pension now? Questions you should be asking at the office and what the answers should be
- How the make of car you drive affects your risk of being stopped for speeding
- What those peel-off IRS labels on your tax return say about you. Can they flag you for audit?

**Two famous cold remedies that make you sicker if taken together**

- How to beat the penalty for taking money out of IRA before age 59½
- Insurance everybody buys but nobody needs
- All in plain English for people who want to do everything right. It's all in Bottom Line/Personal, the biweekly executive update on what you need to know NOW.
- Time of day when pain in dentist's office hurts less
- Time of day when calories put less weight on you
- Female hormone in men's grooming products. Risk of embarrassing results
- How to use sleeping pills without becoming addicted
- Numbers that should never be used for combination lock...professional burglars try them first
- Why couples who have signed mutual wills should tear them up and draft separate ones

- How to take parent as dependent without providing 50% of support

**You can try it FREE**

- How to find out if someone has a "past" — criminal record... bankruptcy...or whatever
- Instant tipoff that phone bill contains error
- When not to trust reading on electric meter
- How to fold sweepstakes entry. What kind of envelope to mail it in (and why)
- Stop a headache by pressing secret spot on arm
- Painkillers that make pain worse
- Make big purchase on credit card and get 50 days to pay. No interest charge
- Promises not to believe in package tour brochure
- Best times to get standby seat on any airline

**Skin caught in zipper. Quick fix**

- Legal way to beat the cruel tax on your Social Security benefits
- How to check in and out of crowded hotel without standing in line
- How to make your keys hard to duplicate and your signature almost impossible to forge
- How elderly can get Medicaid and still keep assets intact
- How to make severance pay tax-free
- How to pay your child a tax-deductible allowance
- How to guess the right answers on multiple choice tests

- What luggage is really allowed
- Most dangerous tax audit comes right after you die. How to fight back from the grave

**Where to hide valuables in hotel room**

- How thieves deactivate burglar alarms. Easy changes to make in yours
- How to slash your property taxes
- Tipoff that odometer on used car was rolled back
- Frequent flyer "benefits" that COST you money
- How to get lower credit card interest rate without switching cards
- How to buy CDs that pay more than the going rate

**See what you have been missing**

- Add up what you spent on daughter's wedding and use it to reduce income tax
- When not to trust "tamper-proof" seal
- When to sue a lawyer for malpractice
- What the IRS computers are looking for on your return and how to put them off the scent
- Circumcision and AIDS. Inside report
- How to tip so you'll never look like a sucker or tightwad

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New subscribers only, please.

And ...  
 Their  
 buying  
 behaviour

Consumers often believe what marketers tell them.

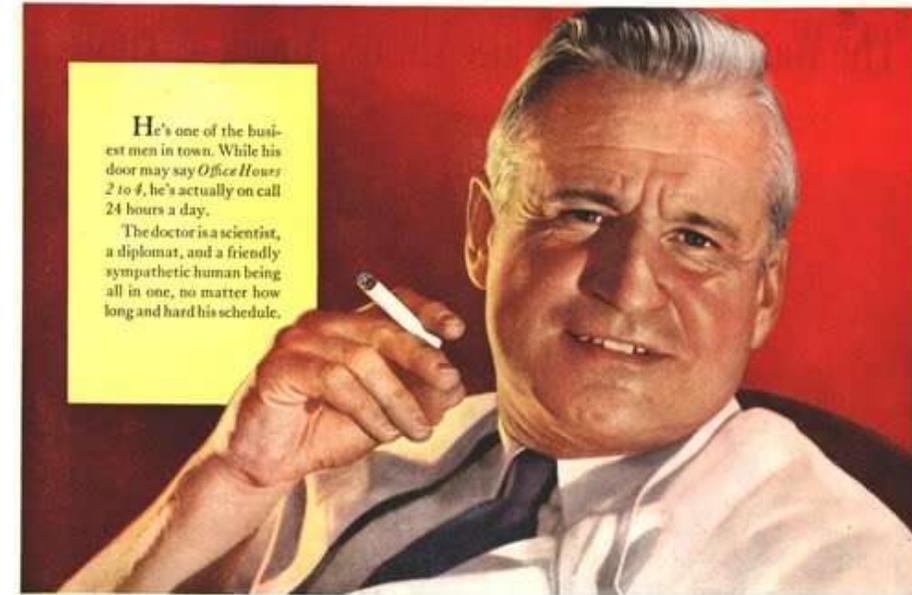
For a better start in life  
**start COLA earlier!**



**How soon is too soon?**  
Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

**The Soda Pop Board of America**  
1515 W. Hart Ave. - Chicago, ILL.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

## MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

*The brand named most was Camel!*

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

**T for Taste . . .  
T for Throat . . .**  
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



**CAMELS** Costlier Tobaccos

# Don't believe everything the internet tells you



**Fake news:**

This vintage-ad was **never used**. It was created by by RJ White in 2002

Let's take a step back

- curiosity -

Throughout  
history, Curiosity  
has been the  
engine of  
individual, organizational and societal  
progress

It all starts with a simple question explore the new:

‘Why’, ‘what if...’

- Fire
- Microwave
- Gps
- Mars rover
- Tools
- Relationships
- Spirituality
- ...

This is a time of unusually profound **soulsearching**



**New questions & new answers** are needed to face present and future

**70%**

**Our industry will change more in the next five years than it did in the previous 50**



## Disruption in **the century of ideas**



**88** YEARS TO BUILD

**697,000** ROOMS

**80** COUNTRIES



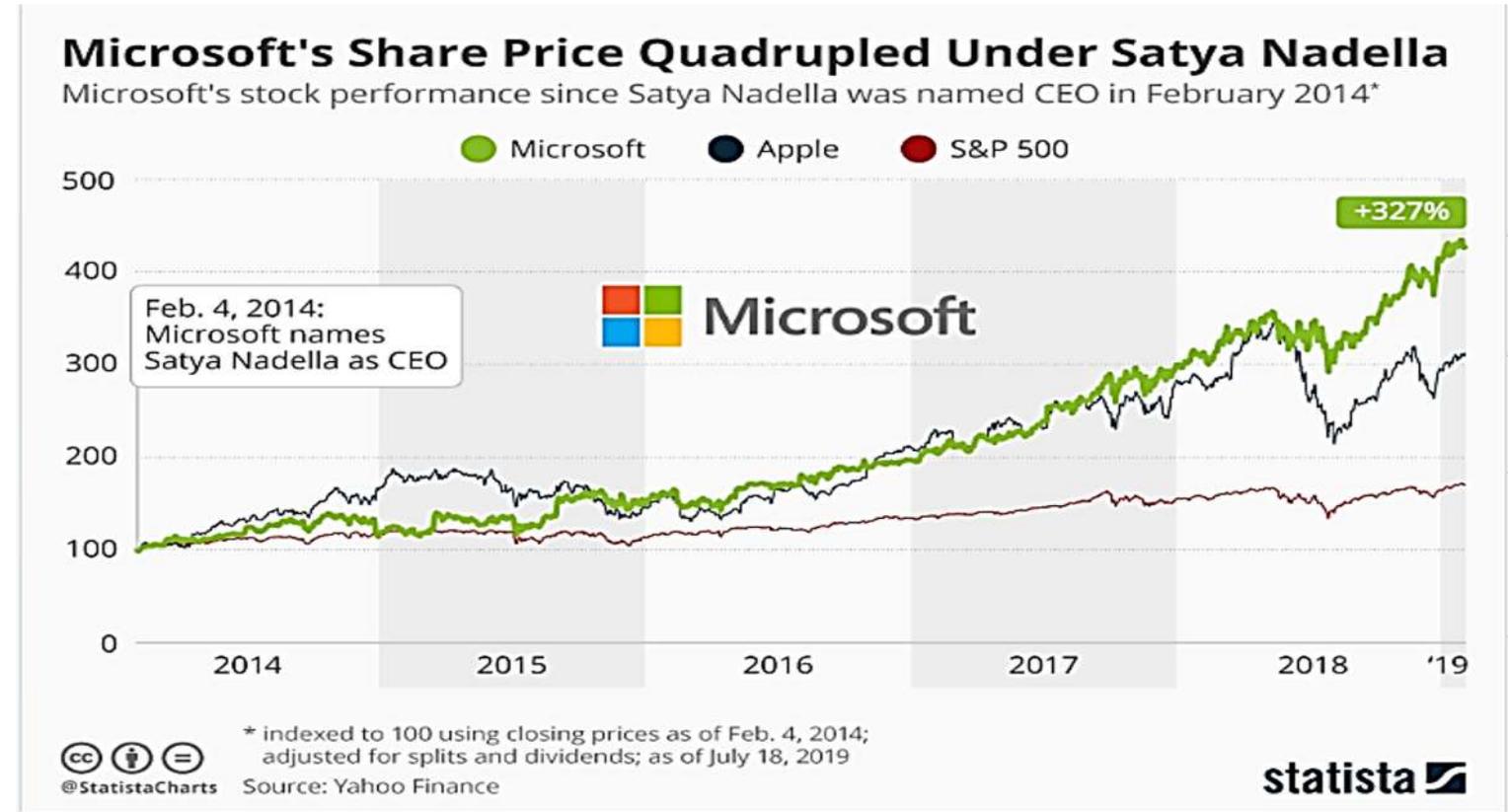
**4** YEARS TO AMASS

**650,000** ROOMS

**192** COUNTRIES

# Companies who embrace a culture of openness are outperforming their peers

## Microsoft



## Transforming culture and climate

focus on workplace curiosity

from know-it-all to learn-it-all

embrace growth mindset & explore biases

non-violent communication



# Business academics are starting to pay attention

1

Insight

curiosity is more important to an enterprise's performance than was previously thought

2

Insight

by making small changes to the design of their organization and the ways they manage employees, leaders can encourage curiosity and improve their companies

3

Insight

although leaders might say they treasure inquisitive minds, most in fact stifle curiosity

Source: Harvard Business Review

# Curiosity perspectives across hierarchical levels

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While 83% of executives say their organisations encourage curiosity...

only 52% of their employees agree

Source: HBR 2018  
Spencer Harrison, Erin Pinkus, Jon Cohen

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**How many questions do you ask?**



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“I am not good enough”

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“What would people think of me”

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“It’s better for me to be stay quiet than to suggest improvements”

"We always do it that way"

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"Nice, you might try it in your own time"

Time is money"



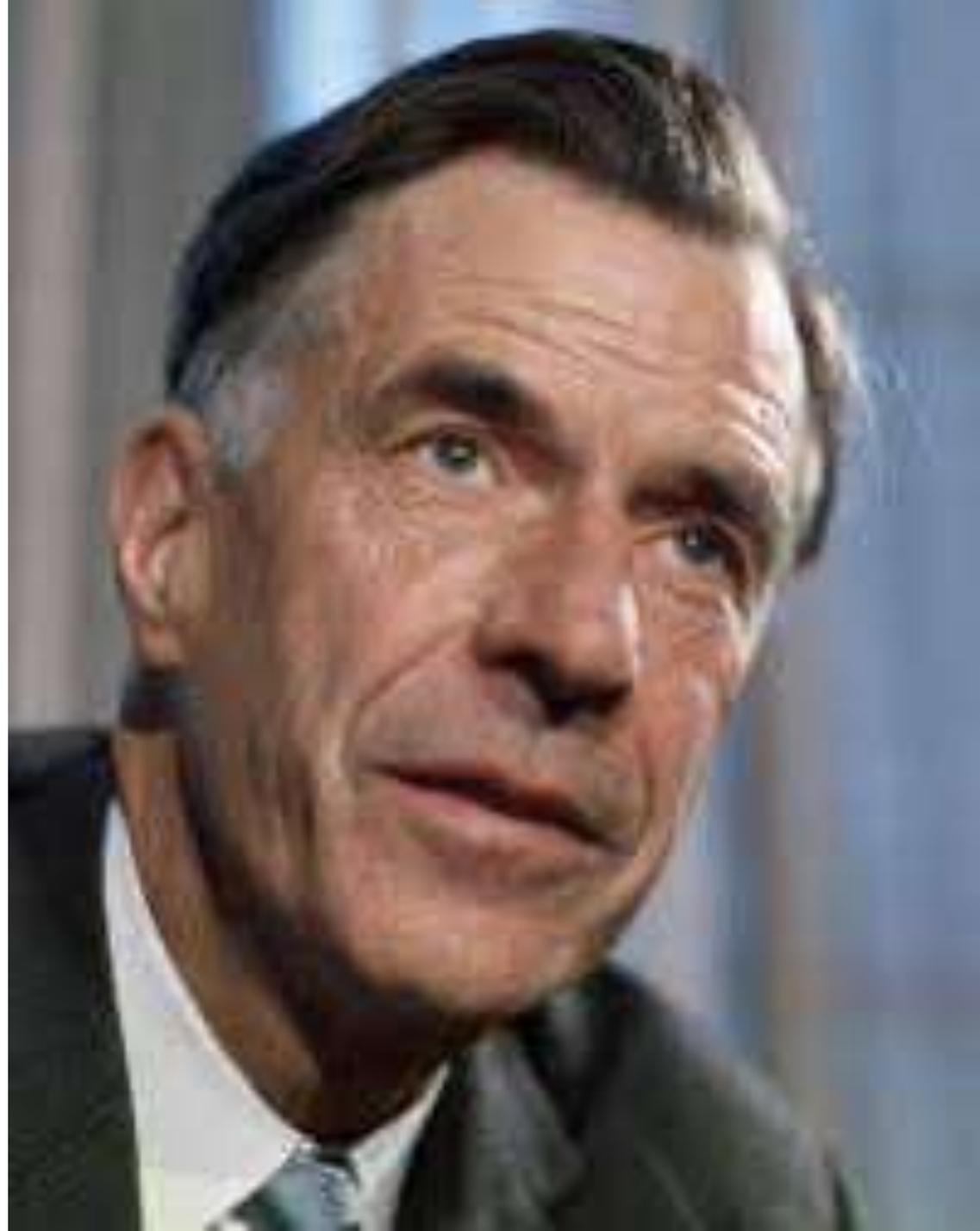
Nokia: What if we let people **personalise** their phones?



Apple: Why do all competitors collectively promote **black earbuds**?

“In any great organization it is far, far safer to be wrong with the majority than to be right alone.”

Ken Galbraith  
Economist





The opposite of curiosity is

**conformity / compliance**

as it challenges the status quo & the  
desire to prefer a comfortable past over  
an uncertain future



# Challenges companies face embracing curiosity

1.  
Intentionality



2. Definition  
Clarity



3. Enabling  
tools and  
processes



4. Measuring  
success



# Measuring Individual curiosity: Cognitive, Empathic, Reflective



www.globalcuriosityinstitute.com

## Curiosity Diagnostic Report **Lite'**

A handy, condensed report on how curious you are, and can be

**YOUR NAME HERE**  
02 November 2021

Stay Curious  
Global Curiosity Institute

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## Your Curiosity Diagnostic scores:

Total score: **89%**

**COGNITIVE CURIOSITY**  
90% - Excellent

**EMPATHIC CURIOSITY**  
80% - Good

**REFLECTIVE CURIOSITY**  
60% - Fair

Score Range	Category	Description
80-100%	EXCELLENT	[First name], you are in the flow of things and have a high level of curiosity. Both your external environment, and your internal disposition contribute to this score.
65-80%	GOOD	You are clearly a curious person [First name]. Some slight adjustments could improve your curiosity.
50-65%	FAIR	While you have some areas of strength [First name], there are areas for you to practice and improve your curiosity muscle.
Below 50%	LOW	By developing your skills and curiosity muscle with simple exercises, you can see remarkable improvement.

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## NEW: Advanced Individual report for professionals

Released: October 2021

### TAKE THE NEXT STEP

If we have piqued your curiosity with this report, you might be hungry for more. We have designed an extended report specifically for professionals like you.

### THE REPORT CONTAINS:

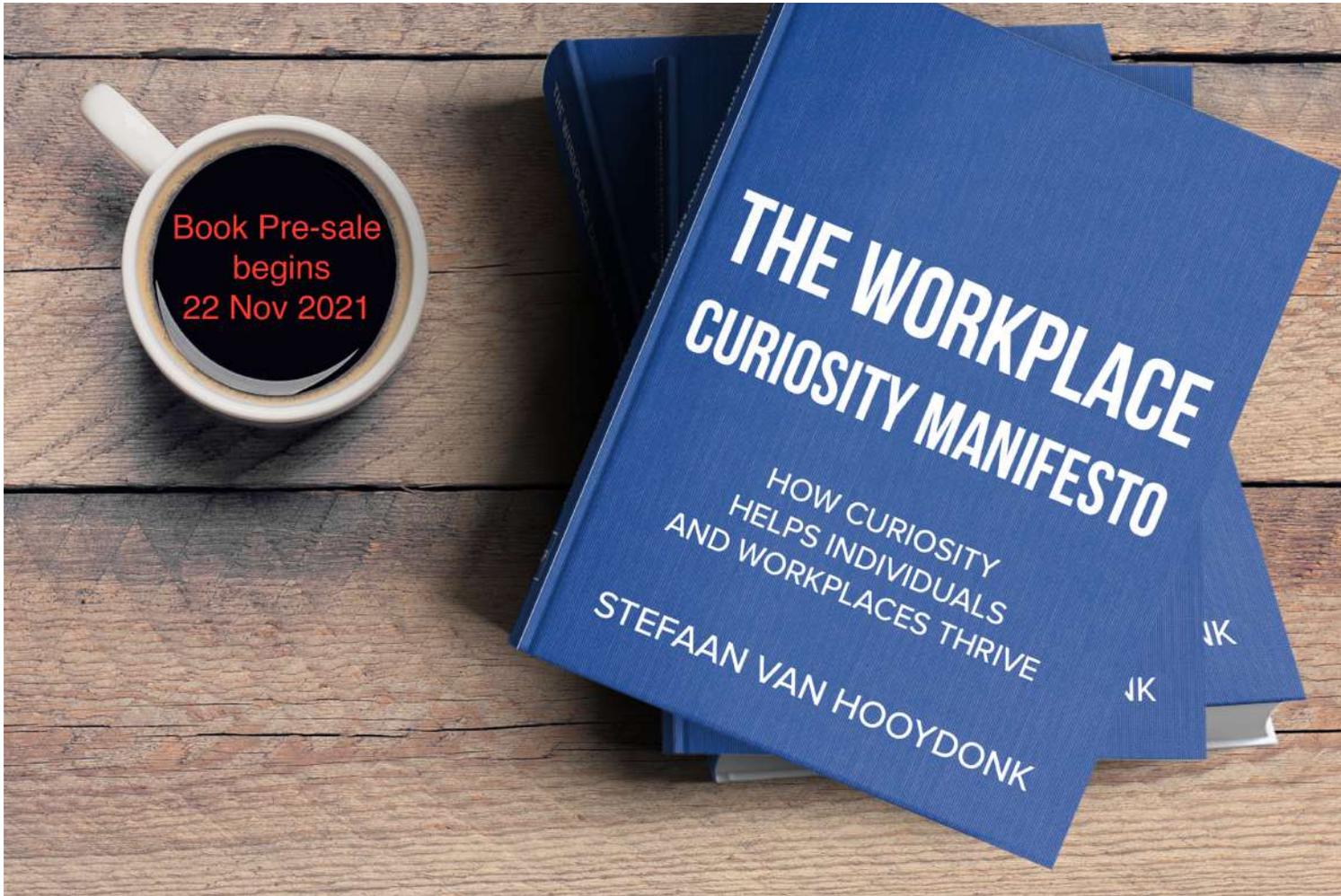
- 1 A view on how curiosity as it pertains to professional life.  
**Relative results: how you score against all other people who have taken the diagnostic e.g. how curious are you versus:**
  - your age group?
  - your gender group.
  - similar professionals in your country or your industry
  - your professional level
  - and more ...
- 2
- 3 Practical strategies to maintain or grow your curiosity level specifically designed for busy professionals.
- 4 Invitation and priority access to our online sessions, research reports, and workshops.

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If you would like to discuss multiple reports for your organization, please contact us at: [stefan@globalcuriosityinstitute.com](mailto:stefan@globalcuriosityinstitute.com) | Or reach us at: [www.globalcuriosityinstitute.com](http://www.globalcuriosityinstitute.com)

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# Book announcement



## Company cases

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- Kodak-Eastman
- Mckinsey
- Merck
- Mercuri Urval
- Novartis
- Pepsico
- Pratt and Whitney
- Quickrelease
- Sber
- Tonos Care
- Zurich Insurance
- ...

# *questions?*

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**Stay curious**

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