

GOATS2 UNICORNS

SPECIAL **Newsweek.** EDITION

THE FOUNDING FATHERS OF SILICON VALLEY



WHERE ARE THE MOTHERS OF
INNOVATION?

**A Masterclass on Innovation and
Creativity for women**

CREATIVITY IS **THE** SKILL OF THE FUTURE

ABOUT

WOMEN AND INNOVATION:

HOW RADICAL DISRUPTION AND CREATIVE INTELLIGENCE WILL ALLOW WOMEN TO BECOME UNSTOPPABLE IN WORLD THAT NEEDS MORE WOMEN LEADING INNOVATORS.

Close your eyes for a few seconds and picture histories, greatest inventors..... I am quite sure most of you have pictured some sort of male figure..... Can you name 3 women who invented something? Probably not! So where are the female role models for us as women and girls to aspire to? We need to change this for future generations of women.

According to Mary Elaine Jacobson (world renowned feminist and educator), famous Tedtalk on Creative Intelligence for Women and Girls, she passionately speaks about how **Creativity is one of the most important skills for women in the 21st Century and its Creative Intelligence (CQ)-step aside EQ, that is driving Creativity.**

Closing the gender gap and reaping these transformative benefits requires real Radical Innovation. The world is poised – now more than ever before – to utilize innovation and creativity to better empower women's lives across the globe as well as creating a new breed of women innovators and leaders.

This Masterclass or 1 Day Training event is a first in South Africa specifically targeted at women whereby we teach women how to close the gender gap by firstly understanding what technologies are leading us in this direction, how radical innovation thinking has to become the norm and not the exception as well as teaching you the practical skills of reigniting our creativity and creative confidence using our CREATIVITY.DOT FRAMEWORK . Finally you will start to practically apply knowledge learnt in this course into the design and development of products/or services that will be used to empower women in the workforce. You will walk out feeling invigorated, overwhelmed but empowered.



*Did you know: Melitta Bentz -
the German Housewife who
revolutionized coffee
preparation*

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Did you know - Shirley Jackson's scientific research enabled others to invent the portable fax, touch tone telephone, solar cells, fiber optic cables, and the technology behind caller ID and call waiting.



COURSE OVERVIEW

THE LAY OF THE LAND

The fundamentals of Gender Inequality and is technological advances and innovation reducing the gap.

LEARNING THE LANGUAGE OF RADICAL INNOVATION THINKING

-Learn the basic concepts of Profitable Creativity and Radical Innovation Thinking

THE CREATIVITY.DOT FRAMEWORK

Goats2Unicorns have developed a framework that teaches people how to re-ignite Creativity. We teach you how to Collect Dots and then Connect these dots to create the magic of CREATIVITY

CREATE, INNOVATE AND CELEBRATE (not covered in Masterclass only 1 day Training)

Let's innovate and design a product/service that will help either enhance a women's workday or empower women to get back into the workforce using the skills and knowledge acquired.

Pitch the IDEA -The art of Storytelling and why we all need to be Storytellers.