



# the CREATING WE *Institute*

A WORLD OF CHANGE IN THOUGHT LEADERSHIP

## Mission

*The Creating WE Institute is an international thought leadership community dedicated to fostering WE-centric practices through co-creation, collaboration, research and publishing.*

- Our members
- Other researchers
- Educators
- Corporations

## WHY DO WE EXIST?

- *To use our combined wisdom and research to make enduring breakthroughs in WE-Centric thinking and collaboration*
- *To elevate wisdom in the field and in the workplace in the specific areas of communication, collaboration, and productivity*
- *To collaborate on recognized published works advancing the field of leadership*
- *To help contribute to a higher functioning business and a more collaborative society*
- *To gain personal benefits in the form of support, learning, recognition, and participation in pioneering research*

## WHO DO WE SERVE?

- Enterprises
- Government organizations
- Executives
- Business teams
- Leaders
- Entrepreneurs
- Non-profit organizations
- Associations

## Core Values - Our Compass

Trust, Inclusion, Candor, Listening, Gratitude,  
Respect, Responsibility, Community,  
Pioneering, Creative

## Core Knowledge

Leadership Development, Neuroscience,  
Positive Psychology, Appreciative Inquiry,  
Project Management, Communication  
and Language, Cultural/Climate  
Adaptation, Resilience

## Core Expertise

Research, Writing, Presenting,  
Designing, Organizing,  
Facilitating, Coaching,  
Consulting, Organizational  
Diagnostics and Development

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## Thought Leadership



## HOW WE COLLABORATE & CO-CREATE

- Collaborate with neuroscientists on cutting edge research
- Applications of research to enhance business results
- Co-creating with clients & practitioners through summit meetings
- Build learning communities of practice
- Publishing articles, books and tools for executives and teams
- Collaborate with other CWI members

## WHAT WE CO-CREATE

Our members work together to provide a variety of products and services to their unique client base including:

- Articles & Books
- Published Research
- Creating WE Workshops, Summits & Seminars
- Assessments, Training Materials, & Certifications
- Educational Websites

## BREADTH OF OUR PARTNERSHIPS

- Institutions of higher education (e.g. MIT, Harvard, Temple, Drexel, & Harrisburg)
- Civic partnerships (National Constitution Center)
- CFO Magazine/Economist
- International researchers and practitioners in the field of neuroscience, psychology & medicine
- Organizations/Associations: Society for Human Resource Management (SHRM); International Coaching Federation (ICF)
- Public & private companies
- Consultants, Businesses & Organizations
- Public and private educational institutions

### Contact Information:

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