



Changing organisational culture

# one play at a time!

Being playful is our evolutionary response to resilience. It's how we learn, adapt, and innovate. So how do we use that in our businesses to keep our staff engaged, connected, and fluent to change? With a playful mindset.

Play is the cultural glue of the future. Trudi Boatwright engages with audiences globally to share why play matters and how you can embed play in your daily work processes – without the cringe! Trudi brings you the latest scientific research, easy-to-use takeaways, and a highly playful approach.

More than just a presentation, working with Trudi is an interactive journey that inspires your team to think differently about the role of play, playfulness and creativity in professional growth and successful business. Your team will leave entertained, energised, and equipped – whilst having a whole lot of fun!

## Five reasons to book Trudi today

- \* **Relevant:** we can all be playful
- \* **Experienced:** 20+ years' experience in organisational play
- \* **High energy:** the perfect post-lunch keynote
- \* **Entertaining:** laughter is the key to active learning
- \* **Timely:** the ability to apply playfulness to business is one of the most valuable skills for the future (Deloitte, 2024)

\* making organisations **playful**



## About Trudi

### PLAY EXPERT & IMAGINEER

Trudi is a professional actor turned global thought leader and one of the few Playful Experience Designers worldwide. Trudi combines play theory, design thinking, experiential learning and applied improvisation to bring a rare and invaluable blend of learning and development, the arts, and practical application to each of her presentations. She helps people develop a playful mindset to nurture the most required skills of the future.



## Keynote Topics (30-60 MINS DURATION)

### The Power of Play

Understand how to harness play as your organisational superpower.

- ＊ Actionable steps to incorporate play into your work culture
- ＊ Insights from scientific research on the benefits of play
- ＊ Real-world examples and success stories
- ＊ Practical tips to foster a playful, engaging and innovative workplace

### Ignite: Imagination

Discover the secrets to a powerful imagination and how it can elevate your business.

- ＊ Tap into the unlimited innovation power of the imagination
- ＊ Learn why imagination is considered THE most valuable skill for the future
- ＊ Ignite your own imaginative power
- ＊ Take away sparks for your workplace and team

### Creative Intelligence

Boost your creative know-how.

- ＊ Boost your creative thinking prowess
- ＊ Understand how creativity and technology support each other
- ＊ Know how to use that creativity for innovation
- ＊ Discover the latest research and neurology behind the creative process



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## Testimonials

"Wow. Trudi brought so much to the session. The science, the way to enact it. The connections that were immediately created. The very interactive approach. So much learning to absorb. Very powerful."

**RUTH, ACCENTURE**

"Trudi was insightful, engaging, and interactive with easy, actionable tips for how to inject play into the day-to-day. And the amount of light bulb moments! We loved learning how easy it was to apply the principles of play in practice."

**CAROL, WELLNESS MOMENTS**

"Thank you for such a brilliant and FUN session! Our table were all cackling at the various exercises. In between laughs, you had me in tears; I was so moved. Thank you for sharing your story with us and thank you for the work you do. You are amazing!"

**ALYCE, WELLNESS INTERNATIONAL**

"I've seen a lot of post-lunch keynotes in my time, and this was the best! I wanted more."

**JOHN, CORENET**