



## #6 2025: Powering Collective Ingenuity: A brain-centric view of team innovation

**Speaker:** Tony Wakefield, CEO of Outcome1

**Date:** Tuesday 1<sup>st</sup> July 2025

**Time:** 10.00am GMT / 1.00pm GST

**Duration:** 45 minutes

This webinar, delivered by a regular favourite of the Innohive sessions, Tony Wakefield, reveals the neuroscience underpinnings of effective collaboration in the pursuit of new ideas. Explore how understanding social cognition, shared mental models, and the brain's response to group dynamics can optimize brainstorming sessions, enhance cross-functional teamwork, and unlock the collective innovative potential within your organization.

**Tony Wakefield** is the CEO of Outcome1. He has built a wealth of expertise over many years whilst leading businesses within fast-paced commercial environments. As a military pilot, successful business leader, and expert trainer, he has developed a deep understanding of leadership theory and practice which he has shared in training with countless individuals and management teams. email: [tonyw@outcome1training.com](mailto:tonyw@outcome1training.com)

**Outcome1 Ltd** is a dedicated training company that brings together the very best leadership and management techniques - and using the latest insights from neuroscience and hi-tech businesses, has created a cutting-edge and comprehensive portfolio of people-skills, leadership and business training. [www.outcome1training.com](http://www.outcome1training.com)

### Dial-in details as follows:

Join Zoom Meeting

<https://us02web.zoom.us/j/88236568831?pwd=dU0zK25GZWl3bGlHUFEzSlZnRVBpUT09>

Meeting ID: 882 3656 8831

**Next Session: 9<sup>th</sup> September – Topic TBC**