

Cognitive Diversity - Creating Innovation Cultures

PAUL MAJOR

FUTURE PROPULSION CONFERENCE
2026



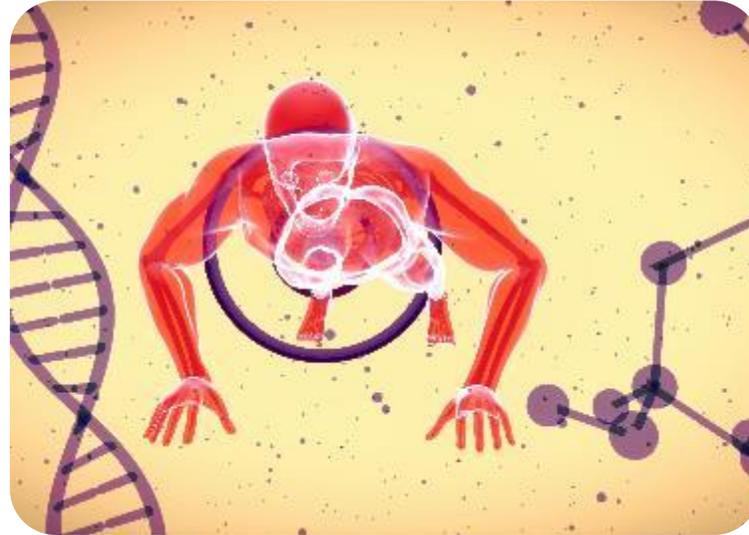
What do you see?



Why am I Different?



I see the world differently



I am a combination of
my DNA, upbringing
and influences



It's not good or bad,
right or wrong

**I am not a label or a category, I am a unique,
diverse amazing human being**

Change Management & Delivery Specialists

Change Design

Understanding the challenge ahead and preparing an approach that removes risk

Human Change

Engaging & supporting the human being in understanding why and how to change to realise their full potential.

Change Delivery

A relentless, practical and pragmatic focus on delivering the desired outcomes



Paul Major

Helping YOU make change happen!

Consultancy

Interim

Contract

A vibrant, multi-colored powder explosion is centered on a dark grey background. The colors include bright green, magenta, yellow, and orange, with fine particles radiating outwards in all directions.

Think Differently

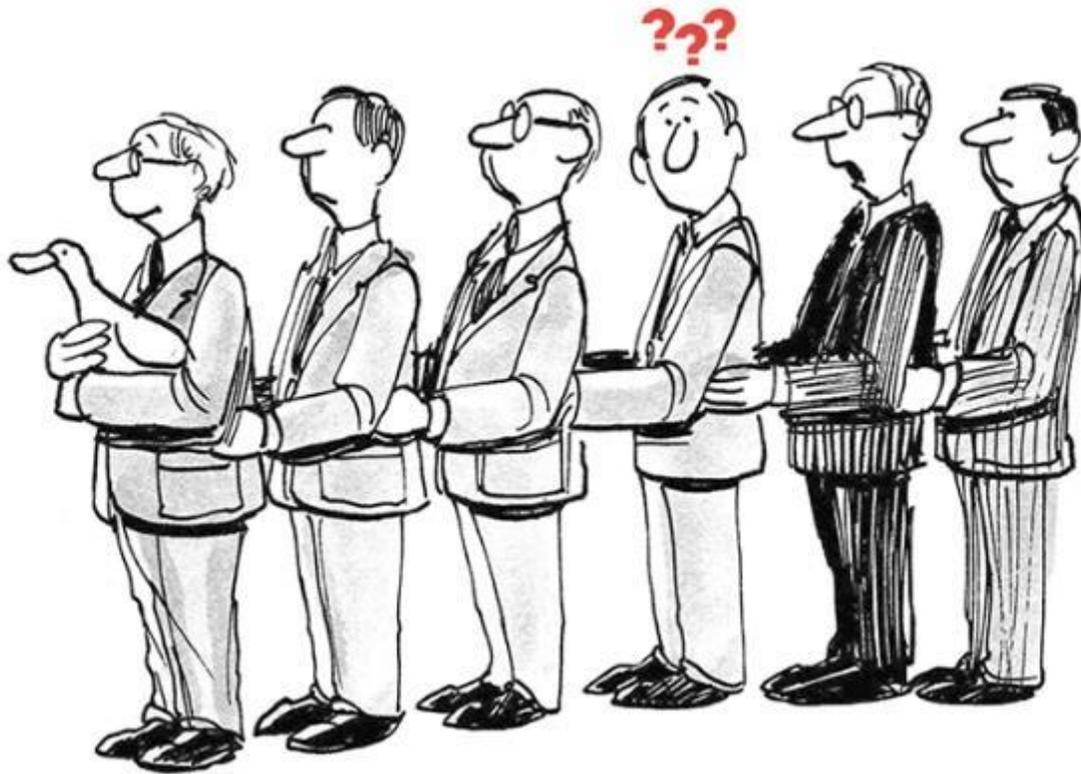
Why Difference Matters



Bigger Problems need Broader Opinions



Group Think



Avoiding conflict, perceived consensus

Echo Chambers



Reinforcing existing beliefs

How Do Our Teams Form?



How Do You Build Your Teams?



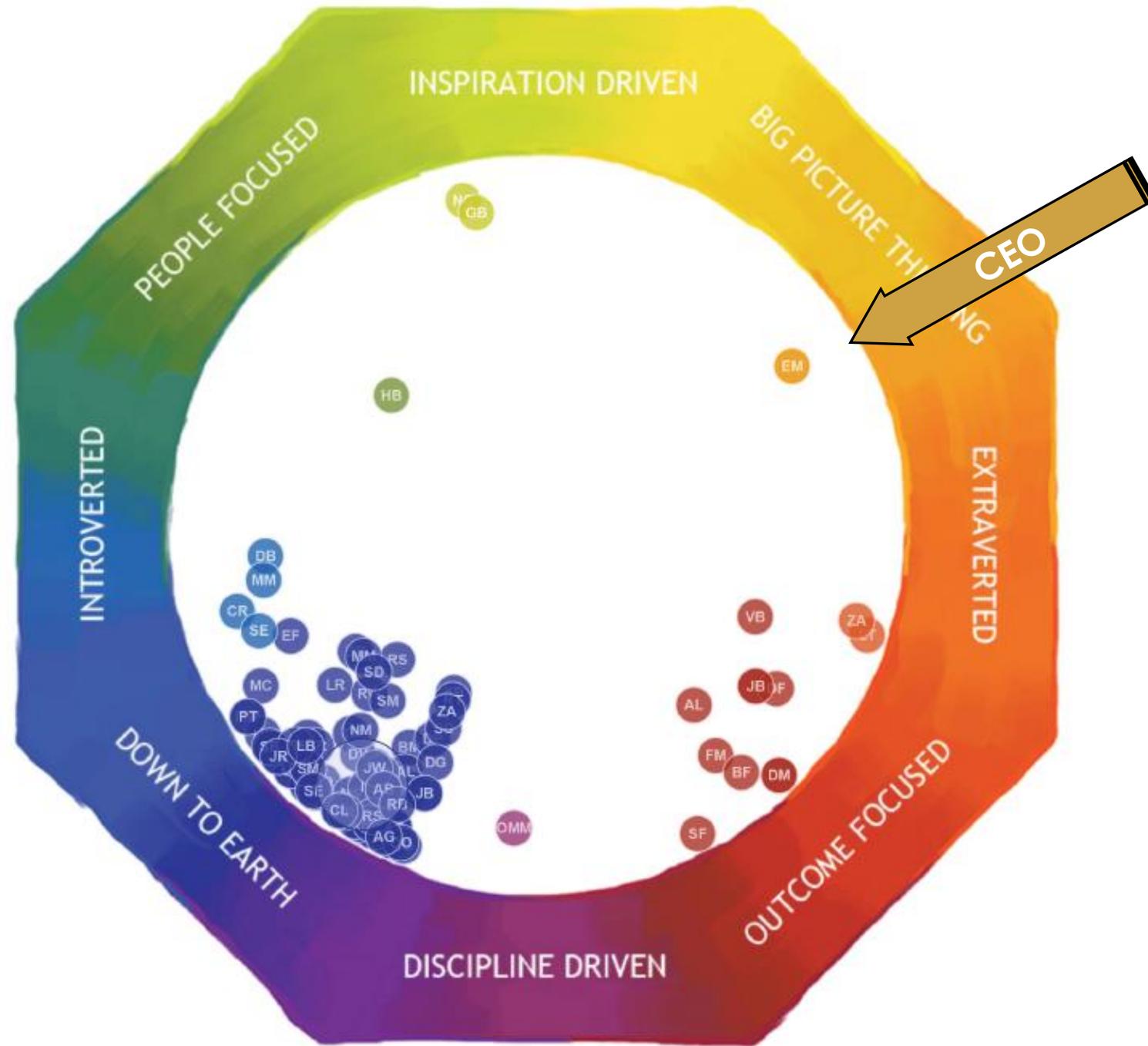
We are tribal.....

We recruit people like us.....

We get comfortable.....



Map of the Underlying Persona of a 120 person organisation



Creating Innovation Culture requires the Superpower of Cognitive Diversity



To have the best ideas.....
requires us to have the best dialogue.....
bringing all the views, opinions and challenges to the table.



Building Teams that Value Difference



A Language to Help Us Talk



Conversations will go off in different directions, allow space for this to happen

Show you have considered the impact on others when communicating, get others involved



People Focused



Inspiration Driven



Big Picture Thinking

Stay with the ideas rather than the practicalities, don't close down the ideas too soon

Allow time for them to reflect before they respond, they like to think before they speak



Introverted



Extraverted

Keep it social with lots of opportunity for expression, allow space for them to take the lead

Make sure you back up what you are saying with the facts, give them time to consider the risks



Down to Earth



Discipline Driven



Outcome Focused

Keep it logical, candid and to the point, identify what is in it for them

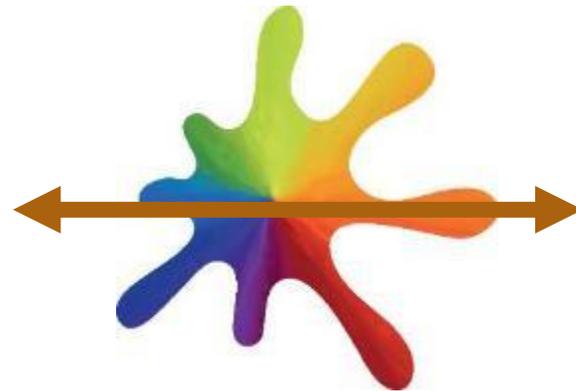
Order your communication to get your key points across, have an agenda and stick to it



When Two Worlds Collide.....



Allow time for them to reflect before they respond, they like to think before they speak



Keep it social with lots of opportunity for expression, allow space for them to take the lead

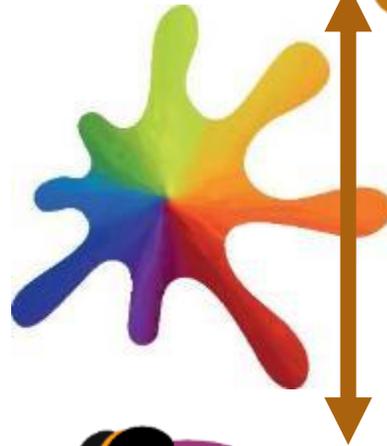
Conversations will go off in different directions, allow space for this to happen



Inspiration Driven



Big Picture Thinking



Discipline Driven



Outcome Focused

Stay with the ideas rather than the practicalities, don't close down the ideas too soon

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Order your communication to get your key points across, have an agenda and stick to it



Make sure you back up what you are saying with the facts, give them time to consider the risks



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Building an Innovation Culture



- **Recognise our own preferences**
- **Embrace others' difference**
- **Value the difference**
- **Encourage contribution from all**
- **Adapt to the situation**
- **Create safety to allow healthy conflict**

A first-person perspective photograph of a person walking on a narrow, teal-colored metal beam high above a city at night. The person's feet, wearing white sneakers, are visible in the foreground. The city below is illuminated with warm lights, and the sky is dark. A white text box is overlaid on the right side of the image.

Can you become comfortable with being uncomfortable?

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Helping YOU make change happen!