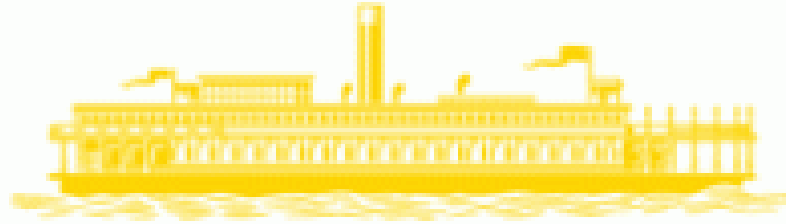


# MINDFUL CREATIVE PERFORMANCE

Advertising is pervaded by a “now-culture” of client demands requiring high creative performance on short notice. But to be creative you need “mind-space”. The double demand of maintaining a viable business, while meeting the need for creative performance on command, is an eternal catch 22 in the advertising industry.

Landor and Potential Project is partnering to enhance mindful creative performance by training the mind to be present and non-distracted. Moment by moment. The results include better creative output and less stress. Mindfulness, in the advertising industry is becoming a clear competitive advantage.



*“Since undertaking mindfulness training, I have been pleasantly surprised by the positive impact the training has had on my creativity. By choosing to focus on only one task at a time, I engage in more useful conversations with my colleagues and have also found that my enhanced concentration has significantly improved my overall creative output.”*

Nick Foley, President SE Asia Pacific & Japan, Landor



**Landor**

 **potential project**  
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