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curiosity based

# Learning Experiences & Services Guide



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*CuriosityBased didn't just deliver an experience—they ignited a movement within our agency to lead with curiosity and respect.*

*- Ashley Olson, Director of Workforce Development, Washington State Office of Minority and Women's Business Enterprises*

**CuriosityBased helps people practice curiosity starting in the workplace**, because that is where we spend most of our waking hours.

**We do this by facilitating highly interactive workshops, retreats,** and **speaking engagements**, both in person and virtual, largely-based on a framework developed from our founder Dr. Julie Pham's best selling book, ***7 Forms of Respect*** **®**.

**"Curiosity as a practice" means getting curious about yourself**, getting curious about **other people, listening, and asking questions with curiosity**.

**Our clients benefit from our years of experience building communities and strengthening organizations**. Most of the CuriosityBased **content is based on our original research** and writing. **You won't find it elsewhere**.

**We believe in the power of ripple effects.** When we are able to practice curiosity, **together we have the power to** as one client put it, **"break down silos and spark innovation."**

**Curious?** Read on.

**Contact us:** info@curiositybased.com

# Core Area: Curiosity

## Does your team ever experience close mindedness that can negatively impact the collective morale?

## Would your organization benefit from greater appreciation of diverse perspectives and different approaches to your shared work?

We believe everyone is curious, though people sometimes take curiosity for granted and don't realize when they are not practicing it. We can help your team recognize when their curiosity lapses and show them how to intentionally practice it so that everyone contributes to building a culture of trust and openness.

Here's what our clients shared:

> **Our one-day staff retreat was nothing short of transformative. The CuriosityBased team dove deep into our agency's unique culture, co-creating exercises that were both relevant and energizing. Cultivating curiosity sparked genuine breakthroughs in communication and bridged gaps across different perspectives.**
> **-** *Washington State Office of Minority and Women's Business Enterprises*
>
> **CuriosityBased encouraged us to lean further into a curious mindset and be more intentional about the questions we ask along the way.**
> *- Public Media Women in Leadership*
>
> **CuriosityBased sparked meaningful conversations throughout our member network about what it means to lead and work with curiosity, and how to put that mindset into practice. They presented curiosity in a way that feels accessible, engaging, and genuinely impactful.** *- WA Food Coalition*

### Suggested Workshops

How To Practice Curiosity
How To Get Curious About Your Assumptions
How To Question Your Questions
*NEW* - How To Navigate Change With Curiosity
*NEW* - How To "Call In" (Not Call Out) With Curiosity



# Core Area: Respect

## Do you want to foster a culture in which people feel respected?

## Do members of your team define "respect" differently and they are having a difficult time connecting across those differences?

We can help your team practice curiosity around what respect means to their colleagues based on our original 7 Forms of Respect® framework. They will learn how "respect" can be defined differently, depending on their personal and professional background and experiences. We share tools on how to approach difficult conversations around feeling disrespected.

Here's what our clients shared:

> **I have no doubt that this workshop would be valuable for any organization, team, or department. The content was original and thought-provoking. We learned things about ourselves and each other that we hadn't previously explored.** - *Reverb*
>
> **7 Forms of Respect® breaks through the noise and cynicism and weariness of workplace "self-help" workshops. It lowers walls and finds what we have in common and what we all ultimately seek in others and in ourselves. A desire to matter.** - *Comcast*
>
> **The 7 Forms of Respect® framework and content is super relatable to employees – they can see how it applies to their personal and professional experiences. There are "aha" moments where employees see how easily and inadvertently perceived disrespect can occur. Employees shared that this training helped them slow down, be curious, seek to understand what makes their colleagues feel respected, and improve communication in their team overall.** - *City of Bellevue*

### Suggested workshops

7 Forms of Respect®
7 Forms of Passiveness ™
*NEW* - How To "Call In" (Not Call Out) With Curiosity



# Core Area: Alignment

## Do you have colleagues who don't know how to align their individual goals with those of the group?

## Does your team struggle with prioritizing what to focus on because there is so much to do?

Some teams try to power through achieving their goals before they are fully aligned on their priorities, which can waste time and erode trust. We can help your team identify where you might be misaligned, address those issues, and then build accountability mechanisms to help you make progress on your shared goals. This is the session you need before you start your strategic planning.

Here's some client feedback on the impact of this work:

> **The work allowed us to hone in on areas of strength and growth areas in communication. Ultimately we found alignment and now have plan and a path forward towards greater trust among the team. We were already a good team, and now my expectations are even higher. CuriosityBased was the catalyst. I'm already seeing better cohesion.** *- HomeSight Washington*
>
> **CuriosityBased led a goal setting workshop for my team. What impressed me was that they anchored the topic in both business rigor and motivation. The interactive exercises engaged the team and led to very concrete and applicable results.** *- Amazon*
>
> **CuriosityBased led a robust and open discussion with our team which led to many great observations, feedback, and ideas on success for our team AND how to better work together. Their approach to our conversation put people at ease and made us really think about what success looks and feels like** *- Port of Seattle*

### Suggested Workshops

Explore What Success Looks and Feels Like
7 Forms of Respect®
7 Forms of Passiveness ™



# Core Area: Communication

## Do you have colleagues who think they are effective and open communicators when they're not?

## Do your meetings ever feel disorganized and without a clear purpose?

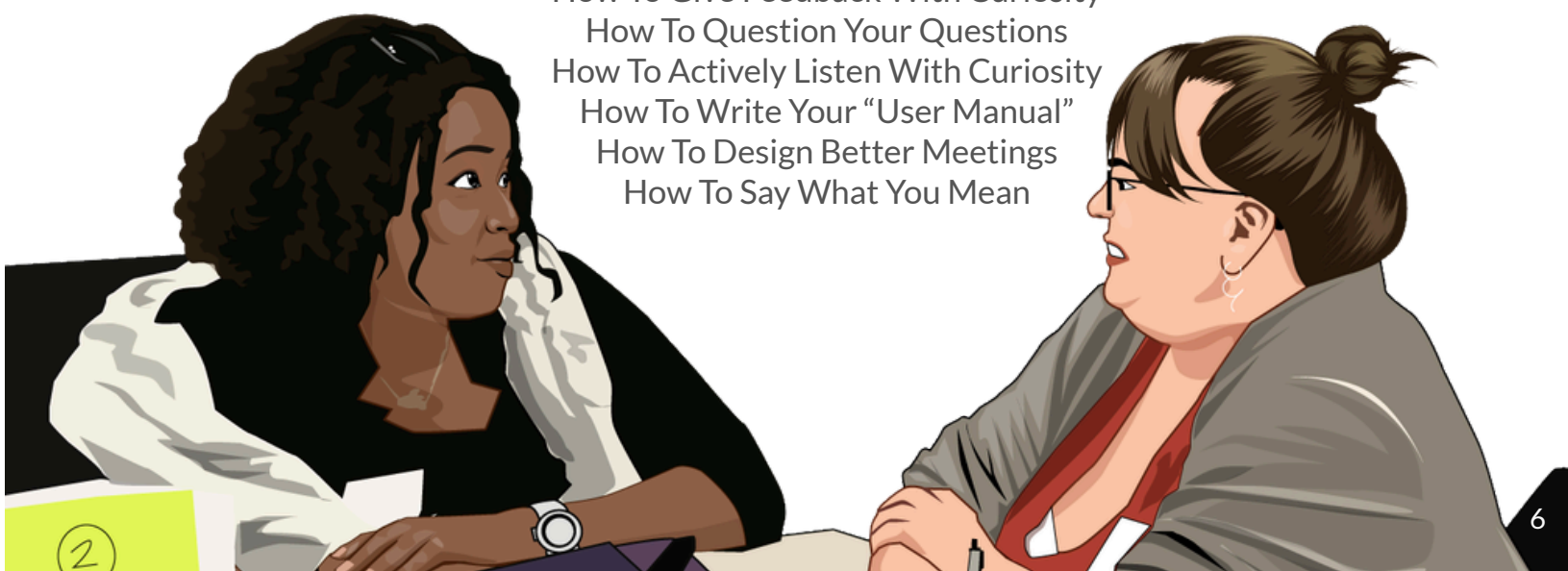
We apply curiosity to communication, which means helping people deepen their self-awareness around how they listen, ask questions, share examples, and organize their thoughts. Once they have a better understanding of their default communication style, we provide skill-building exercises and tools that help individuals become more intentional and adaptive communicators.

Here's some client feedback:

> **We brought CuriosityBased in to facilitate a three month series on intra-team communication and empathy. We'd been having some difficulties with internal personality clashes and they were able to help us work through those issues and give us the tools to continue to build and maintain a healthy group dynamic.** - *OneLogin*
>
> **Partnering with CuriosityBased to develop a leadership learning series for Food Lifeline was an incredibly valuable experience. They provided us with essential tools, helped us recognize key patterns within our organization, and encouraged us to explore new ways of building relationships.** - *Food Lifeline*
>
> **The CuriosityBased team helped us to assess where we were and identify the skills and behaviors we needed to learn to get to where we wanted to be. The skills we learned were practical and the experience brought our team together with renewed energy and purpose. Our experience was impressive and immediately effective.**
> - *Seattle Municipal Court*

### Suggested workshops

How To Ask for Help
How To Talk About Tough Stuff
How To Give Feedback With Curiosity
How To Question Your Questions
How To Actively Listen With Curiosity
How To Write Your "User Manual"
How To Design Better Meetings
How To Say What You Mean



# CuriosityBased Workshops

At **CuriosityBased** we believe that every team is different, so these workshops are designed to mix and match.

We suggest starting with one workshop that fits a current need, or we can work with you to design a series around the challenges you're working on.

## Current Workshops

7 Forms of Respect®
How To Ask for Help
How To Give Feedback With Curiosity
Explore What Success Looks and Feels Like
How To Talk About Tough Stuff
7 Forms of Passiveness ™
How To Actively Listen With Curiosity
How To Get Curious About Your Assumptions
How To Question Your Questions
How To Write Your "User Manual"
How To Practice Curiosity

## New Offerings

How To Navigate Change With Curiosity
How To "Call In" (Not Call Out) With Curiosity
How To Design Better Meetings
How To Say What You Mean

We're also able to create custom curiosity-based learning programs for your team. Let's talk about what you need.

Workshop fees start at $2,000. Pricing depends on:

- In-person vs. Virtual
- Number of participants
- Introduction vs. Deep dive
- Documentation and notetaking

Contact us for a complimentary, no-pressure consultation and a custom quote.

**Contact us:** info@curiositybased.com
https://curiositybased.com/

# About Us

**CuriosityBased** was **founded in Seattle, January 2021**, by Dr. Julie Pham. We are a curious crew of learning designers and researchers with a wide range of diverse perspectives and approaches. Learn more about us here.

***Bonus:*** We're certified as a woman and minority-owned business both Federally and with Washington State.

## The Facilitators

**Julie Pham, PhD** is the author of the **Amazon Bestseller**, ***7 Forms of Respect®***, a *TEDx* speaker, and an **award-winning community leader** who has 20+ years of experience in facilitating collaboration. Before founding CuriosityBased, she worked in technology, nonprofit, media, and academia. She **helped run her family's Vietnamese newspaper** and earned a **PhD** in History as a **Gates Cambridge Scholar** from **Cambridge University**. She graduated **magna cum laude** from **University of California, Berkeley**. Read more.

**Linh Huynh, MSW** has a decade of experience in facilitation and designing curriculum, bringing patience and adaptability to her work. She earned a **Master's in Social Work as a Foreign Language** and **Area of Studies (FLAS) Fellow** and a **B.A. in Psychology and Education** from the **University of Washington**. Read more.

## Our Clients

We serve a diverse range of clients that believe change moves at the pace of trust-building, and strengthening relationships requires an investment of time and resources.

Google, COMCAST, City of Seattle, The Fifth Avenue Theatre, Boeing, Booking.com, Port of Seattle, amazon, Microsoft, University of Washington, City of Bellevue Washington




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