



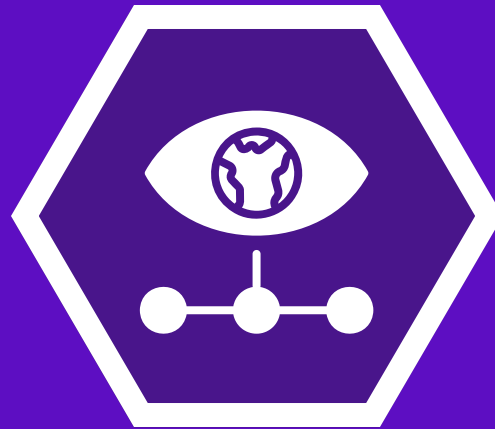
# Creating a Culture of Curiosity

Driving Innovation,  
Engagement, and Productivity

[curiositycode.com](https://curiositycode.com)



# Why be Curious?



## Curiosity Improves Behaviors

In the business setting, curiosity is not just about questioning; curiosity is critical to getting out of status-quo behaviors that can limit an organization. Curiosity means openness and tolerance to ambiguity and complexity. The good news is that while it takes courage, you can have fun while being curious.



## Curiosity Improves Productivity

Curiosity is one of the most critical determinants of performance. And yet, it's rarely rewarded in the workplace. By cultivating curiosity among your teams, you can encourage creativity, critical thinking and problem solving – all of which have a huge impact on business success.





# Curiosity Leads to Innovation

Curiosity is a key driver of innovation, as individuals who are curious are more likely to seek out new information, ideas, and perspectives. Curious individuals are often open to exploring new ways of thinking and doing things, and are willing to take risks and experiment with new approaches.

## What the Research Tells Us:

**47% of Jobs That Exist Today Will be Automated in 20 Years (Oxford)** 

In a time of dizzying change, evolving organizations must reinvent job options, and utilize technology appropriately.

**88% of Fortune 500 Firms That Existed in 1995 Are Gone (Fortune)** 

Organizations can become obsolete because of overlooked opportunities.

# Curiosity Improves Engagement

Curiosity is an important driver of engagement because it fosters a sense of ownership and involvement among employees. When employees are curious about their work, they are more likely to take initiative, seek out new information, and identify opportunities for growth and development. This in turn leads to higher levels of engagement, as employees feel more invested in their work and more connected to the goals of the organization. Conversely, employees who lack curiosity may be less engaged and committed to their work, as they may be less interested in seeking out new challenges or opportunities for growth. This can lead to lower levels of productivity and performance, as well as higher rates of turnover and absenteeism.

**01 Leads to Initiative & Growth**

**02 Develops Ownership**

**03 Improves Desire for Goals**

**04 Creates Desire for Challenge**

**05 Identifies Opportunities**

**06 Reduces Turnover & Absence**



# Curiosity's Impact on Key Performance Drivers



## Collaboration

Curiosity and collaboration are closely related in the U.S. workplace. When individuals are curious, they are more likely to seek out different perspectives and approaches to a problem or project. This can lead to increased collaboration, as individuals who are curious are often more open to working with others and considering different viewpoints.



## Leadership

Curiosity is an important trait for effective leadership. Curious leaders are naturally inclined to ask questions, seek out new information and perspectives, and explore new ideas and opportunities. By fostering a culture of curiosity, leaders can create a more innovative and agile organization that is better able to adapt to changing market conditions and stay ahead of the competition.



## Adaptability

Curious individuals are more likely to be open to new ideas and perspectives, which can help them to adapt to changing circumstances and embrace new challenges. Curiosity can drive individuals to seek out learning opportunities and develop new skills, which can help them adapt to changing job requirements and career paths. Curious individuals are often more creative in their problem-solving approaches.

# Curiosity at Work

## Curiosity's Path

Curiosity is a more complicated concept than it seems. It's a desire to question the familiar and pursue the unknown. It's also closely linked to courage. But it fades with age.

This inquisitive mindset calls us to be comfortable with the unknown – something we're happy to do as children. But fear, past assumptions, technology, and our environment dampen it down over time. Fortunately, there are some useful techniques to reignite it.

## Curiosity's Impact

It's no surprise that curiosity helps to drive innovation, decision making and problem solving. But what many people don't appreciate is its impact on employee emotional intelligence, communication and conflict resolution.

When your teams unlock their natural sense of curiosity, they're less defensive, more empathetic and more willing to ask questions. It's this aspect that contributes to an inclusive company culture.



## Curiosity in Leadership

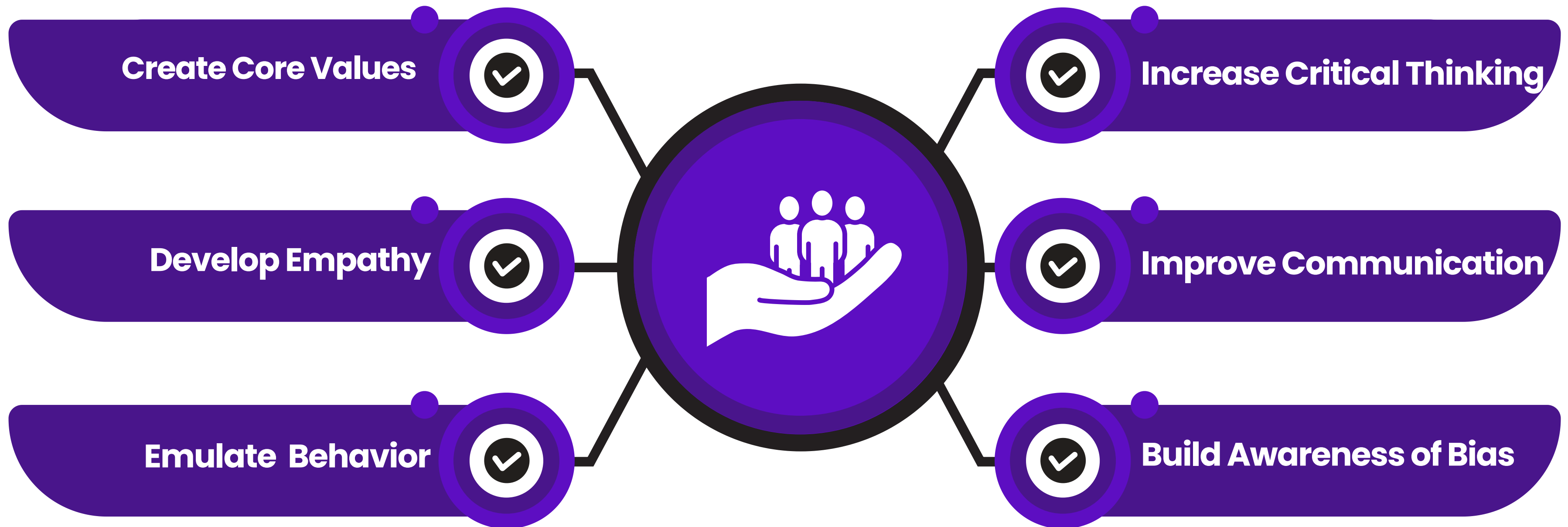
Curiosity begins at the top. So, it's essential leaders are curious, and willing to invite exploration at every turn. There are many ways to stimulate and reward curiosity, such as distributing certificates, recognizing staff efforts and celebrating them publicly.

Another way to instill it is to welcome curious people into your teams. Curiosity is catching, so any new recruits will naturally kindle it among their peers.

## Curiosity Rewards

There has never been a more critical time to cultivate a culture fueled by curiosity to ensure the survival of organizations. With groundbreaking technologies such as CRISPR DNA sequencing, 3D printing, robotics, and AI, organizations must operate at warp speed. They must adapt quickly to thrive. Employees who feel their ideas are valid, offer potential solutions that lead to rewards for the individual and the organization.

# Leaders Who Encourage Curiosity



# Factors That Limit Curiosity

## Fear



People can hesitate because they do not want to look foolish. They might also be concerned that their interests are not in line with what others deem as worthy. Fear of failure is a very real issue for many people. Having a family or a work environment in which those around us see failure as a learning opportunity can enable us to explore ideas that we might not have considered in the past.

## Technology



Some of us rarely think about how things work because we have so much technology to do things for us. While technology has opened a world of opportunities, it has also created some reliance on it and some fear of it. While it might take some time to learn, technology can open the door to possibilities. By having high-tech and low-tech days, we learn the foundation and potential of technology.



## Assumptions



Assumptions include the way we look at the world through preconceived ideas. Some of us might assume a negative impact of trying something new. People have been known to say curiosity kills the cat, and we have come to realize that perhaps they were inaccurate. By shifting our assumptions to thinking about 'what if' scenarios and considering 'why not,' we open the door to wonder.

## Environment



Our environment can have a very strong impact on how we live our lives. Family, leaders, teachers, friends, social media, and others can paint a picture of what is expected of us, and they can sometimes inadvertently hold us back from a direction in which we were naturally headed. By recognizing the impact others might have inadvertently had on us, we can create new possibilities.



# Determine Inhibitors of Your Curiosity

The CCI assessment is the first and only valid research tool that determines curiosity inhibitors. This is critical because we all have different levels of curiosity and are impacted differently by many factors we take for granted. Understanding how to spark the natural desire to explore new areas of interest will make a meaningful impact on our future selves.

- ✓ **Take a Simple Assessment Takes 10–15 Minutes**
- ✓ **Receive a 26–Page Comprehensive Report Instantly**
- ✓ **Create a Personal SWOT Analysis to Overcome Threats & Weaknesses**
- ✓ **Formulate SMART Goals to Incorporate Curiosity at Home and Work**



**TELL  
ME  
MORE**

# Leadership Steps to Improve Curiosity



## Step 1

Make curiosity a priority by including it in the organization's core values. Leaders should emulate curiosity by asking questions and being open to input from employees.



## Step 2

Determine levels of curiosity in the organization, including assessing the issues that hold employees and leaders back from exploration. Leaders should share what improving curiosity could do to impact employees.



## Step 3

Launch the curiosity initiative to demonstrate the priority of improving the culture. Share SMART goals and ways to overcome the threats and weaknesses of the current structure.



# Take the Curiosity Code Index

The first assessment of its kind, the Curiosity Code Index® (CCI), is dedicated to helping you understand the things that limit your natural curiosity. Find out how fear, assumptions (that voice in your head), technology (over and under-utilization of it), and your environment (everyone with whom you have had interaction) have impacted your curiosity. The CCI takes around 10 minutes to complete, and you will receive your instant 26-page results.



[curiositycode.com](https://curiositycode.com)



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[Peer-Reviewed CCI Research](#)





# Research Behind the CCI

Dr. Diane Hamilton performed the research behind the CCI. She helps organizations discover that curiosity is a desire to question the familiar and pursue the unknown. She explains curiosity is about getting out of status-quo thinking. By instilling curiosity in your teams, you can encourage many other skills, including communication, creativity, critical thinking and problem solving. Curiosity is the spark to improving innovation, engagement, and can propel your company's performance.



[Click Here to See Peer-Reviewed Research](#)



## Dr. Diane Hamilton

Dr. Diane Hamilton is the CEO of Tonerra. She is the author of Cracking the Curiosity Code and creator of the Curiosity Code Index®, the first and only valid assessment that determines the factors that inhibit curiosity. Thinkers50 Radar, chose her as one of the top minds in management and leadership.



# More Data to Support the Need to Develop Curiosity at Work:

- According to a report by Gallup, highly engaged employees are 21% more productive than their less engaged counterparts. Conversely, disengaged employees can cost the U.S. economy up to \$550 billion annually in lost productivity. (Source: Gallup, 2017)
- A study by Gallup found that employees who are curious are more likely to innovate and drive growth in their organizations. (Source: Gallup, 2019)
- In a survey of executives, 92% said that promoting a culture of curiosity is critical to their organization's success. (Source: Harvard Business Review, 2018)
- Research suggests that a lack of curiosity can result in missed opportunities for innovation and growth, as well as decreased employee engagement and motivation. (Source: Harvard Business Review, 2018)
- A survey of executives by The Conference Board found that companies with curious employees are more likely to anticipate and adapt to changing market conditions, resulting in a competitive advantage. (Source: The Conference Board, 2018)
- A study by the Center for Talent Innovation found that employees who are curious are more likely to be high performers, and high performers can generate 40% more revenue than their less engaged counterparts. (Source: Center for Talent Innovation, 2018)
- According to a report by Deloitte, a culture of curiosity can lead to increased employee retention rates, and the cost of replacing employees can be up to 1.5 to 2 times their annual salary. (Source: Deloitte, 2020)
- A study by Microsoft found that curiosity is linked to improved job performance and problem-solving ability, which can lead to increased productivity and revenue. (Source: Microsoft, 2021)
- According to a report by Mercer, a lack of curiosity can result in missed opportunities for innovation and growth, which can lead to decreased competitiveness and financial performance. (Source: Mercer, 2021)
- According to a report by the Center for Creative Leadership, a lack of curiosity can lead to lower levels of employee engagement, which can result in decreased productivity and increased absenteeism. This can lead to a loss of up to 34% of an employee's salary. (Source: Center for Creative Leadership, 2018)
- In a survey of over 1,500 employees by Skillsoft, 69% said they would be more likely to stay with their current employer if they had more opportunities to learn and grow. The cost of replacing an employee can be up to 1.5 to 2 times their annual salary. (Source: Skillsoft, 2020)



# Thank You

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