

CLAUDIA BARRIGA-LARRIVIERE

Claudia is an extraordinary people person who brilliantly succeeded at transforming our office subdued chaos, into a coherent space where people were happy to work.

The Start Up Framework



With a passion for human-centric design, Claudia Barriga-Larriviere has mastered the art of unravelling the myths around human motivation and drive. As a growth advisor in the start up space, and an innovation specialist, Claudia innately understands how these factors influence human behaviour.

While Claudia was fortunate to have an abundant upbringing, it was what happened outside of her safe home that taught her the most about human behaviour. In Peru, it was not unusual to hear loud explosions and bombs going off just around the corner. Through these experiences, Claudia understood what it meant to live in survival. It wasn't until many years later after moving to Australia, Claudia began to wonder why people who were living in the 'lucky' country also seemed to be running away from something, despite there being no bombs.

Curious in nature, Claudia questioned this behaviour and her search for answers led her to begin to unravel the human myth. What is it that defines our why, what we believe, and how we relate to our environment. Further more who are we at work, at home, and how do these myths affect what and how we consume.

Today Claudia has used her passion for people, to identify the relationship between design, innovation and people. As the founder of Start Up Milkshake and the Chief Innovation Officer at South Bondi, Claudia assists organisations who are in start up, incubating an idea, or building project teams. She is also a growth advisor and an advocate for collaborative cultures.

Claudia is also a passionate philanthropist, and has used her tools, talent and time to assist human beings in need. Some notable projects include working alongside the team at Project Futures and Cure For Brain Cancer. She is also the Dean of The Awesome Foundation in Sydney.

Along with a whirlwind of success, Claudia also believes that failure is an art, if we can skilfully live in the margin of error. After all human risk, is where we find authentic growth.

As a speaker, Claudia brings a cheeky charisma yet graceful delivery. She eases the audience into a new way of viewing the nature of human motivation. As an innovation columnist for Startup Daily, she also brings a wealth of research to any stage, and regardless of the size of the audience her warm delivery has been specifically customised for the human beings engaged in her powerful message.

* INNOVATION * LEADERSHIP * CULTURE * START UP
SYDNEY



TOPICS

THE MYTH OF BEING HUMAN

Just like strands of DNA determine our physical features, our family, culture, communities and work places all define what drives us as a human being. If we understand how different we are physically and emotionally, why then do we create myths that label, summarise and compartmentalise our species?

In this presentation Claudia explores the different influences that define and refine what makes up the human being. This includes addressing the drivers behind behaviour that influence our decision-making. Regardless of whether we are focussed on leadership, innovation or the performance of our people understanding what makes an individual tick holds the key to accessing and enhancing potential.

Audiences will walk away from this presentation with insights into the myths we have created about what it means to be human. Gaining insights into these myths will enable the audience to become more effective leaders, more engaged team members, with an innate understanding of human centric design.

KEY OUTCOMES

- * Motivate your sales and marketing teams, to develop empathy and understanding with the customer.
- * Develop skills in human centric innovation and design.
- * Enhance performance through a knowledge of the unique attributes that make up a human being.
- * Empower teams with the ability to communicate and express themselves authentically.

THE MOTIVATION MYTH

In order to navigate the changing landscape of business we need motivated employees. We all know this, however are we aware of the myths we tell ourselves about what motivates human beings? Is there a one size fits all answer, or is it fair to say that what motivates one person, may leave another person uninspired.

In this presentation, audiences will gain valuable insights into the persistent myths about motivation. These are the myths perpetuated by leaders and managers, that all have the potential to harm a person's productivity and performance rather than enhance it.

Audiences will walk away from this presentation with a realistic take on what it means to be motivated. This includes developing the skills to really listen to our teams, and activate each person's potential based on what authentically drives that person.

KEY OUTCOMES

- * Gain Insights into popular motivation myths
- * Enhance the performance of individuals and teams through understanding human centric design principles.
- * Develop Inspirational Leadership tools that speak to each individual.