

Alan Moore.



LIVING BEAUTIFULLY

How to apply beauty in all that we are and do

WHAT IT IS

Based on his recent book, 'Do Design. Why beauty is the key to everything'. Alan offers experiences crafted to help you understand and develop ways of seeing and understanding beauty in all its incarnations. If we can be more beautiful in our thoughts, in our actions and in how we interact with the world, we can learn to live and work more beautifully.

WHO IT'S FOR

Perfect for individuals who want to create more beauty in their work, lives and businesses or for teams that want to create that together. We will help you develop the skills to show up, and, everyday create beauty, whatever it is you do.

WHAT YOU'LL GET OUT OF IT

See your life and work through the lens of beauty

Make your life and business work more beautifully

Experience how beauty as philosophy and practice helps us craft better things

Put beauty in the experiences you create

Lead more beautifully

COMPANIES WE HAVE TRAVELLED WITH

     

     



**GREATER:
AUTONOMY
MASTERY
PURPOSE**



Purpose driven companies are financially more successful

Harvard Business Review

“The human spirit needs beauty and can't live without it; and we will all strive for more beauty in our lives given half the chance.”



Beautiful businesses are the future.

“Your small book with big beautiful ideas changed our company and my life forever.”

Barbara Stegemann, CEO 7 Virtues

“Alan is the best I know in describing, if not predicting, why the future of business looks the way it does, and knowing what it means. But more than that, he knows how to apply that connective insight and knowledge. Alan would be invaluable to any company exploring ‘what next?’ means to them and what they might do about it. Especially if they wanted to make it beautiful.”

Menno van Doorn, Director of Sogeti Labs Research Institute. CapGemini Group

“Since reading the book, I have stopped many times to stop and stare at the world, at ‘mundane’ things that I otherwise wouldn’t. Amazing, fascinating, beautiful. Thank you for the this and thank you for the book.”

Alex — UX designer

“What a book!”

Jono Smart contemporary potter

“We can now see how we can use beauty as a lens to look deeper into our investment portfolio.”

Richard Speetjens, Robeco Leader in sustainability investing

“Alan Moore inspired us about the importance of beauty, during our innovation workshop in Toulouse on the subject “Beautiful Garden”. Alan’s talk and participation in the workshop introduced a new dimension and the importance of creating engagement, meaning and creativity by always striving to bring beauty into the world.”

Ulf Axelsson, Husqvarna Group



ABOUT ALAN

Author of four books, on creativity, design and business transformation. Alan has designed and created everything from books to businesses. Working on six continents, he has shared his knowledge in the form of board and advisory positions at companies such as Hewlett Packard, Microsoft and Coca Cola, workshops, speaking as well as teaching in institutions as wide ranging as MIT and Reading University, Sloan School of Management and INSEAD. Helping people create beautiful businesses is his life’s mission.