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app.wisdomcapture.com



## OVERCOMING OBSTACLES

Doug Lipp is the former leader of the legendary Disney University training headquarters. In this powerful film, Doug shares the "Yes if" mindset that he has used for decades. In the years since, it has helped create forward-thinking solutions for all of our endeavors.




**Doug Lipp**  
Author // Disney U

### "YES IF" OR "NO BECAUSE?"

#### DISCUSSION


Join the discussion and add your comment!

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## ALL IN, ALL TIME

Former Navy Seal Brent Gleason is an expert on developing resilience under the highest pressure. He shares how accomplished he is from a staunch commitment to your responsibilities.



**Brent Gleason**  
Former US Navy Seal

### Do you find you are fully committed?

wisdom {CAPTURE}

HOME

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NOTIFICATIONS

MY ACCOUNT


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## BREAKING THE CYCLE OF PREJUDICE


Samah Safi Bayazid is one of the first professional hijabi filmmakers who, along with her husband, is making great strides in the world of Islamic film. In this film, she addresses the overwhelming weight of experiencing or observing prejudice. She challenges you to seek to understand others' perspectives, and enlighten them if necessary, to ensure that the cycle of hate will one day end.




**Samah Bayazid**  
Filmmaker

### BREAK THE CYCLE.


REFLECT



**Breaking the Cycle of PREJUDICE**

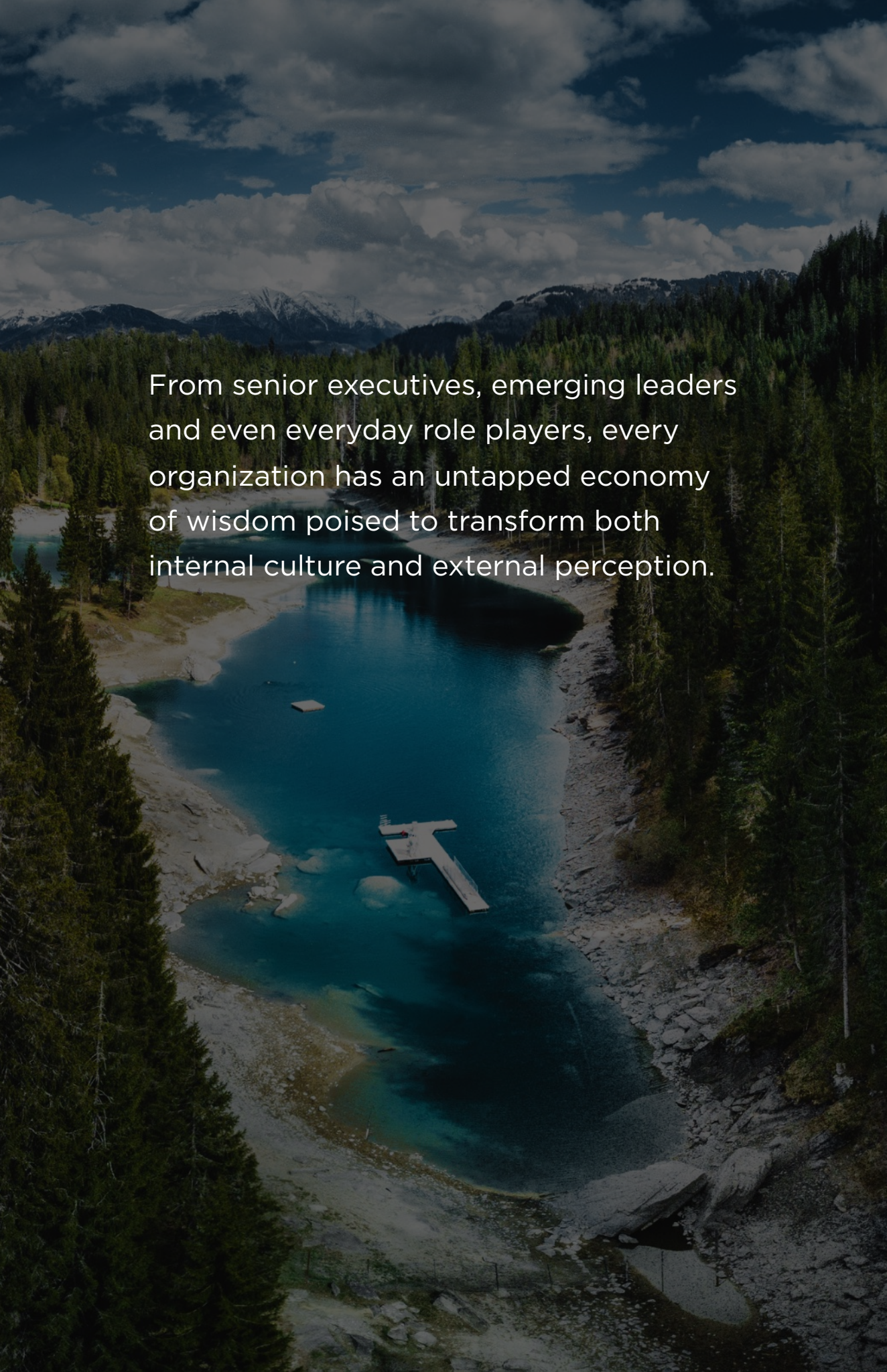


**Dealing With CONFLICT**



**Connecting With OTHERS**





From senior executives, emerging leaders and even everyday role players, every organization has an untapped economy of wisdom poised to transform both internal culture and external perception.

## *But, there's a challenge*

For an economy to exist and thrive, something of value must be **produced**, **distributed**, and **consumed**. However, the wisdom residing within an organization's leadership oftentimes isn't abstracted, distributed, or consumed by those inside or outside of the organization.

## **A LOCKED WISDOM ECONOMY**





*Let's {UN}lock it*





## *Meet, Wisdom Capture*

Wisdom Capture films your organization's top leaders and achievers and delivers their insights using our platform for internal team development and external consumer engagement.



*wisdom* {CAPTURE}

**THE RESULT IS A SCALED  
MENTORSHIP EXCHANGE, LEADING  
TO HIGH LEVELS OF ENGAGEMENT  
AND PROFESSIONAL DEVELOPMENT.**



Multinationals like Unilever and global NGOs like UNICEF, have use our learning platform to spread their leaders' insights internally across organizations and externally with the world. Your Wisdom Captures lead to:

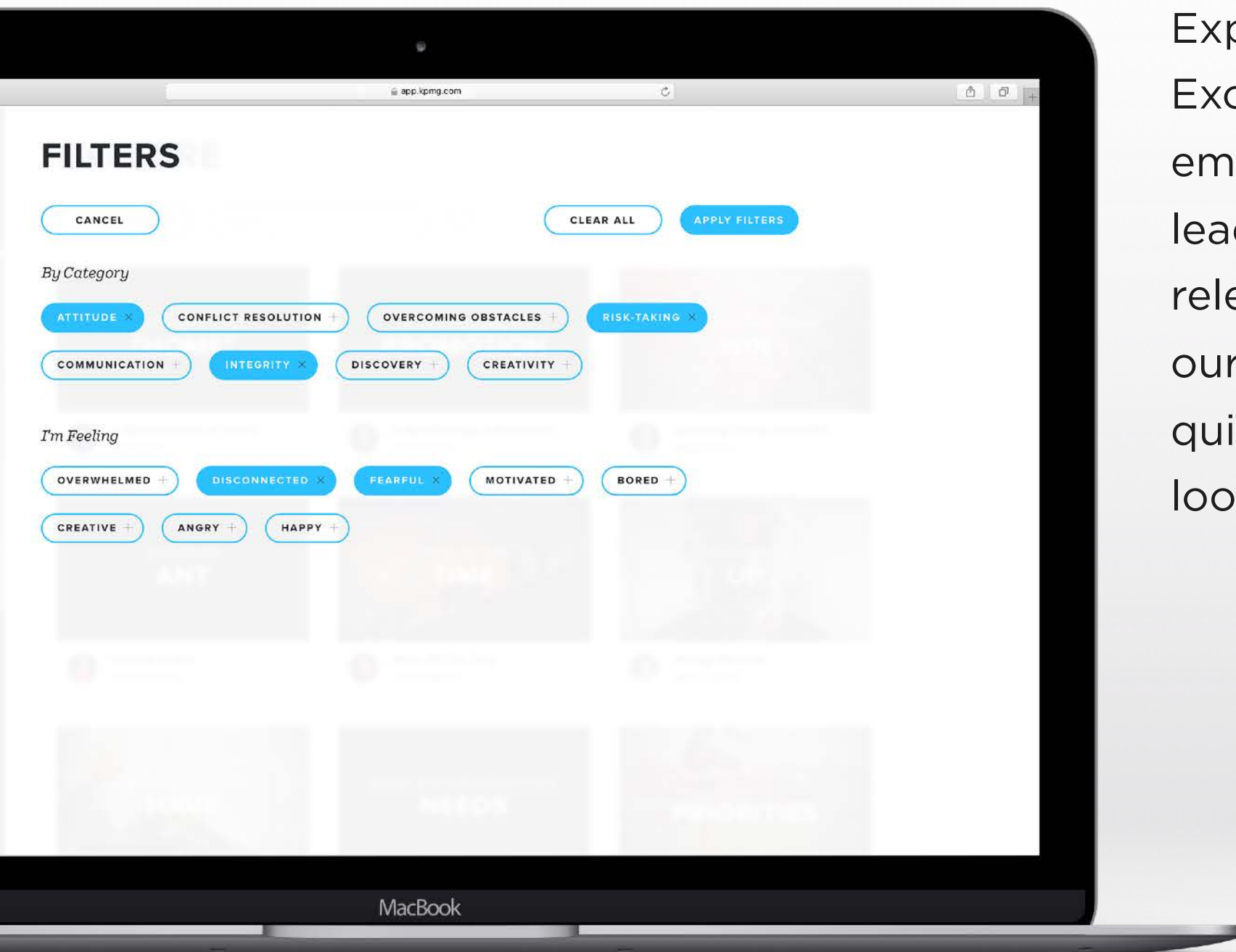
- **Fewer repeated mistakes**
- **Shortened learning cycles**
- **Increase in engagement and ROI**



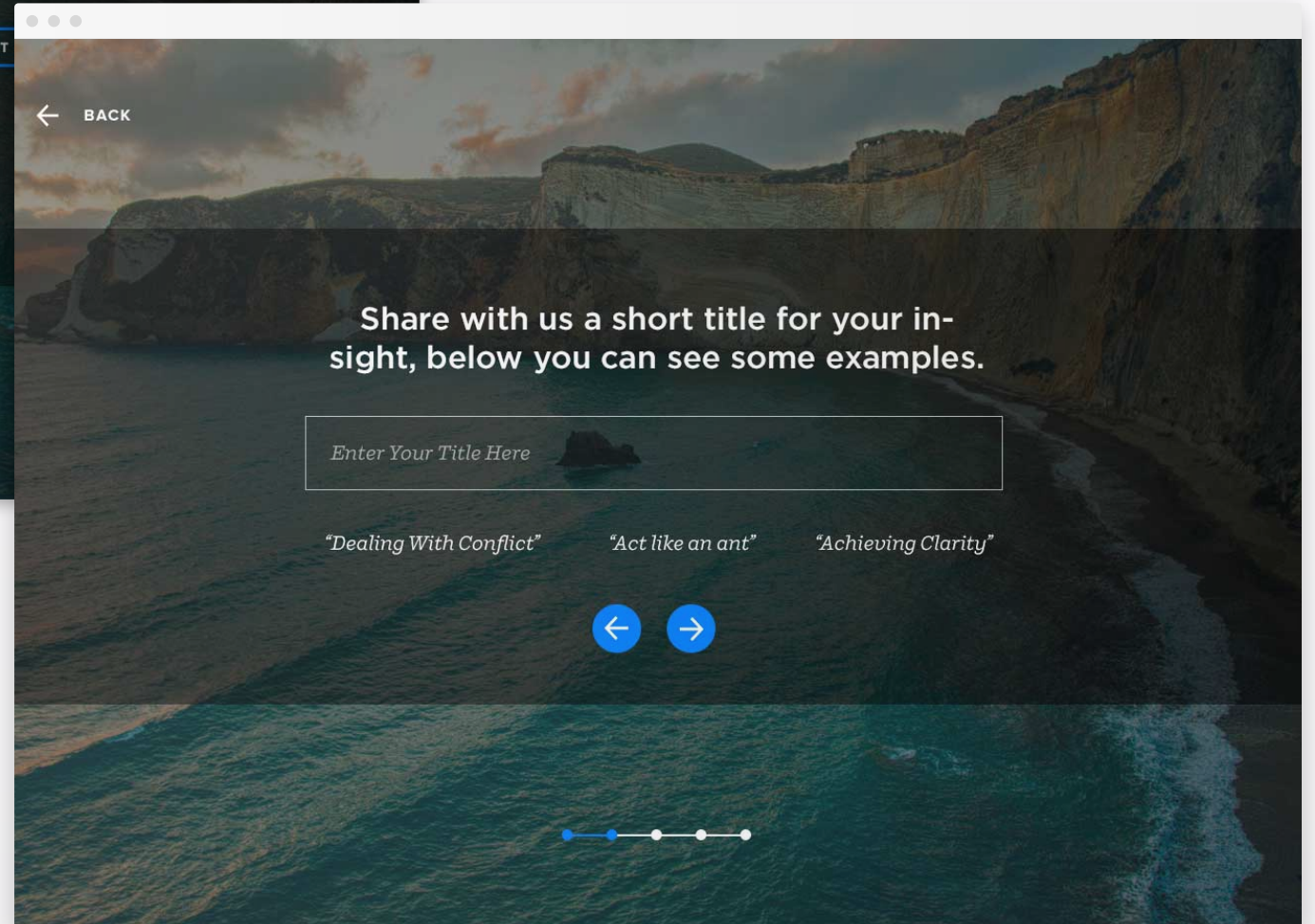
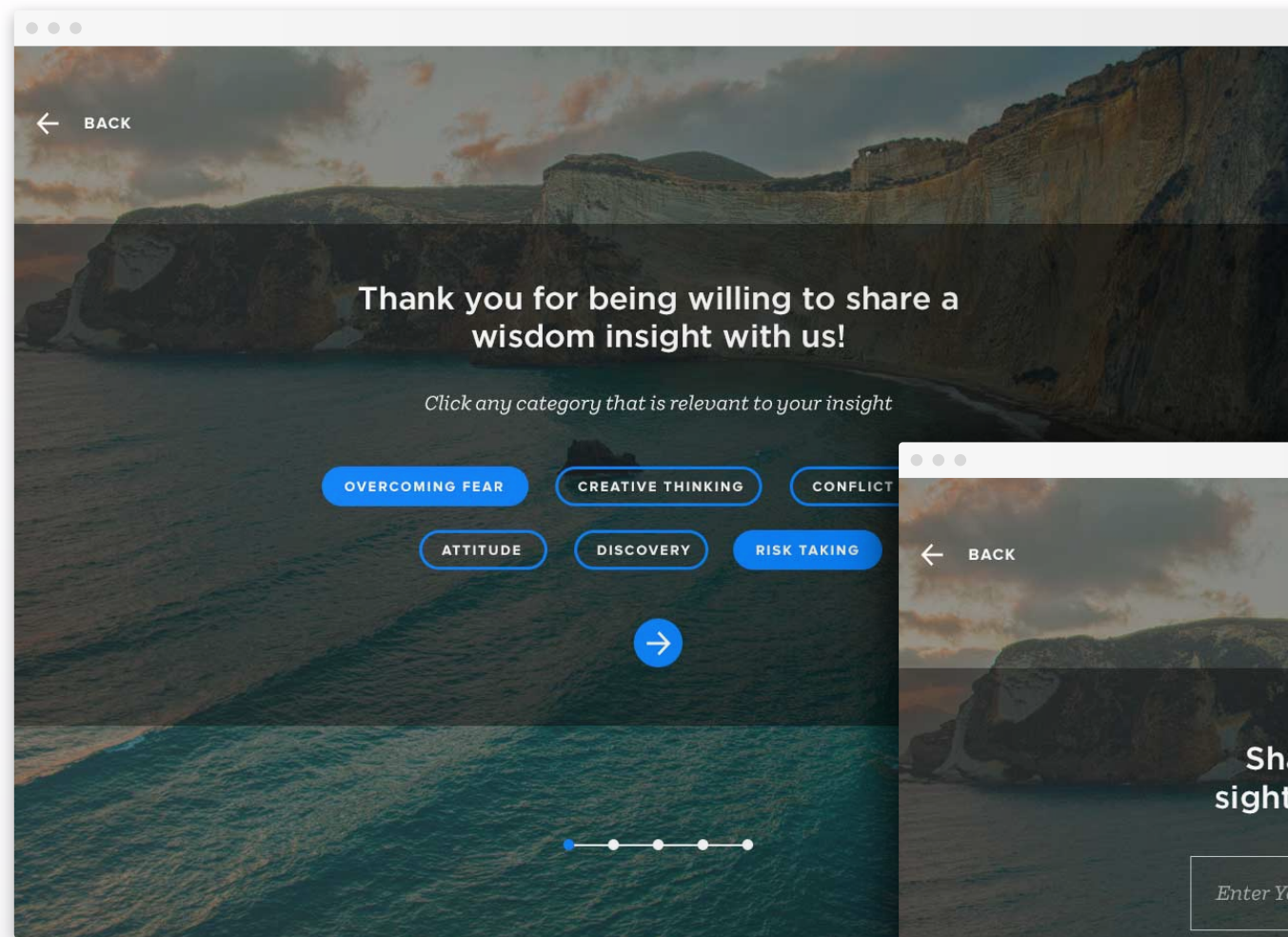


# SEARCH

Explore a library of Exclusive films from emerging and senior leaders around topics of relevance and interest. Use our **“smart search”** tools to quickly find what you’re looking for.







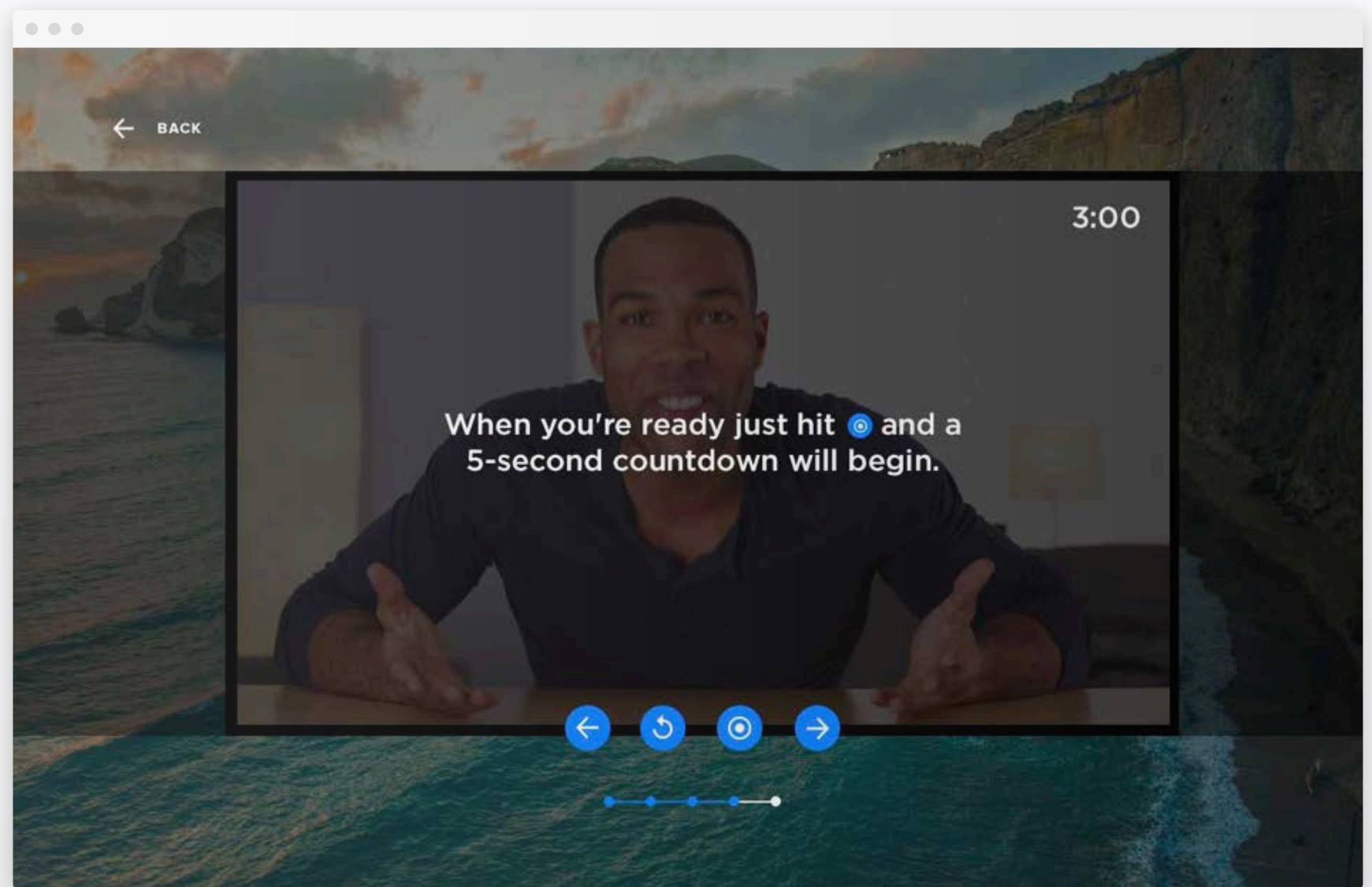
# POST

Ask questions related to workplace or market challenges, opportunities and unknowns. Use our public or private settings when seeking **"wisdom insights."**



# SHARE

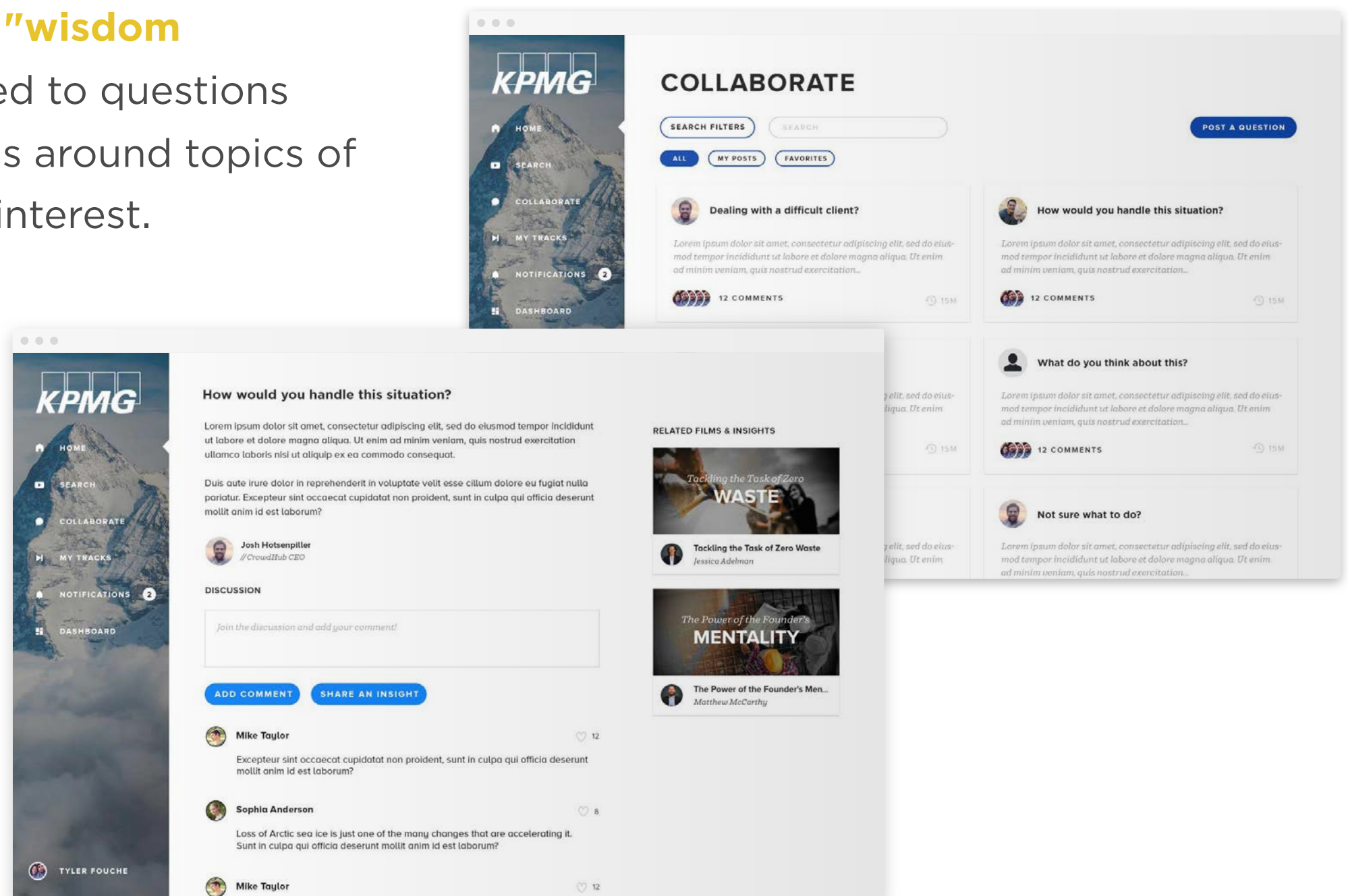
Offer personal  
**"wisdom insights"**  
related to questions  
asked as well as  
around topics of  
relevance and  
interest.





# COLLABORATE & COMMIT

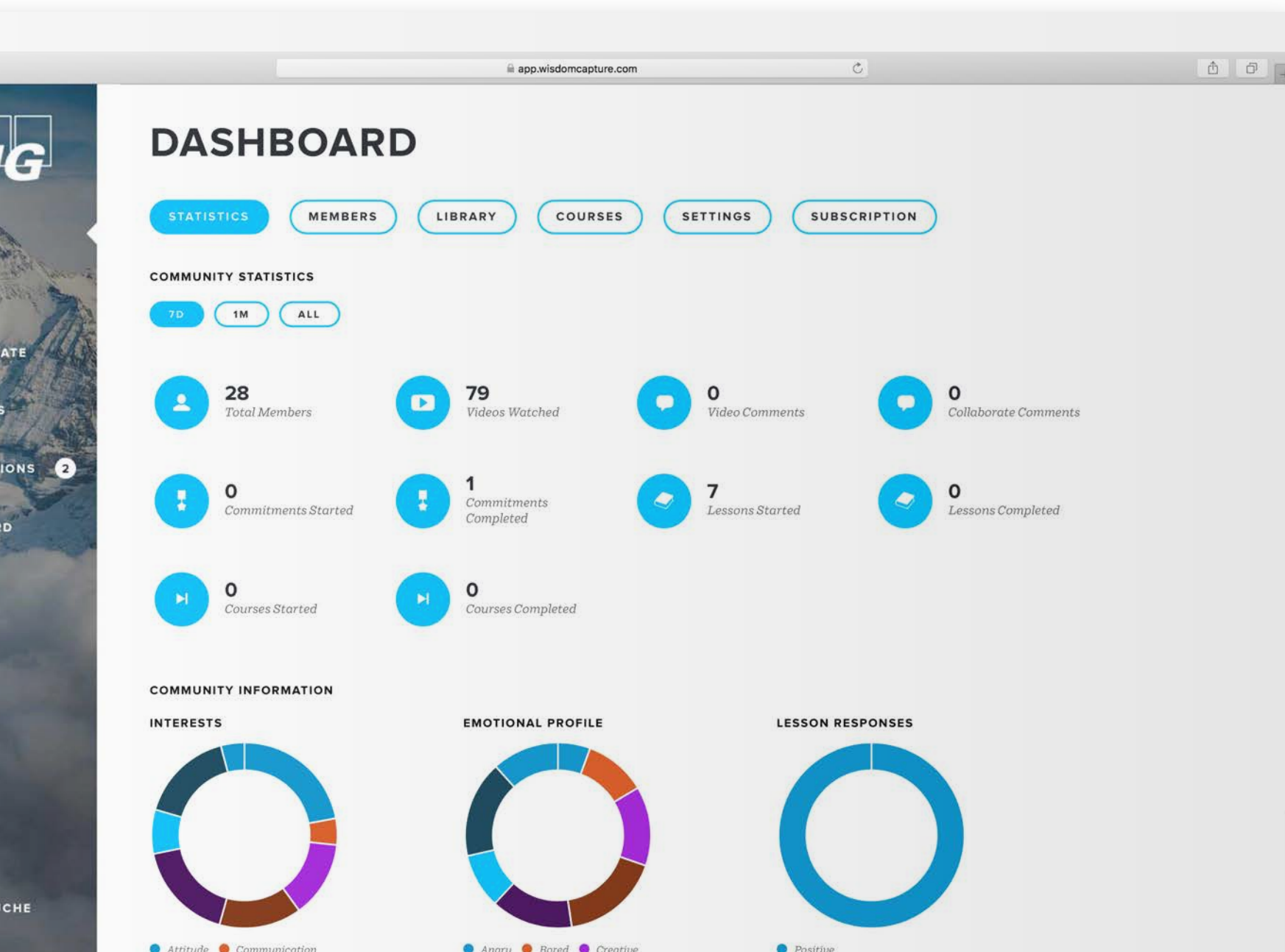
Offer personal **"wisdom insights"** related to questions asked as well as around topics of relevance and interest.





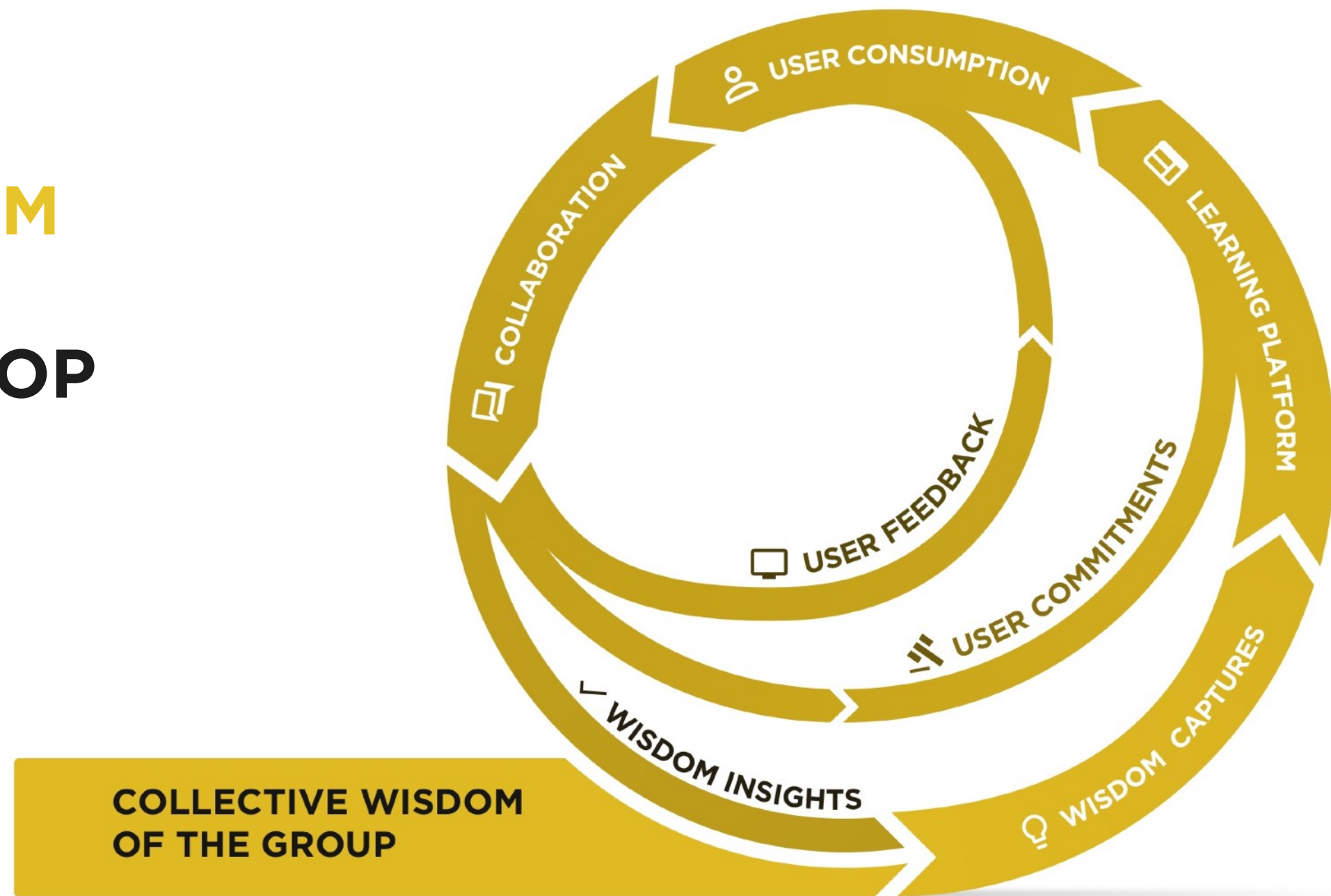
# DISCOVER

From top themes, films and even users, our robust **"dashboard"** offers you insights into the needs and passions of your audiences.





# THE WISDOM ECONOMY CLOSED LOOP



Collaborations for a circular economy





# CASE STUDIES





## *The Story*

When Unilever set out to communicate their value position to key customers and industry insiders, they chose Wisdom Capture. By sharing defining moments that shaped their senior and emerging leader's lives, they connected on both a personal, and professional level.

Senior leaders shared *defining moments* of overcoming personal failures and value crises. Emerging leaders also shared about key leaders who had shaped their decision making.

## *The Results*

3 - 4 films viewed per session

61% of users returned within 1wk

+10 min per visit

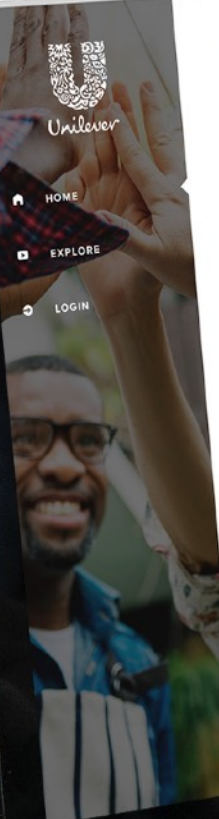
## *The Outcome*

Unilever added two film dates and begun filming key inside leaders to further scale wisdom eternally to their workforce.





## HOME



**Joey Bergstein**  
Unilever / Seventh-Generation CEO

Being a leader comes with a multitude of responsibilities. For Joey Bergstein, applying his "full self" to the work place tops the list. By asserting energy, excitement and humility, he hopes to bring out the best in others to accomplish more together, and you can do the same.

[WATCH FILM](#)

### FEATURED VIDEOS



### RECOMMENDED VIDEOS







*The entire Wisdom Capture team have been exceptional to work with. Not only have they been flexible and open to new ideas, but ultimately deliver high-quality films and an engaging user experience. Unilever has partnered with them several times to bring our vision to life and showcase our leaders in a genuine and inspiring light.*

**ALISON** CASTILLO  
UNILEVER // INDUSTRY RELATIONS  
& SUSTAINABLE LIVING

*“Thank you also for coaching me through the narratives, it was an honor to work with the team. I can’t wait to see how it comes out - and also look forward to doing more together.”*

**MATTHEW** MCCARTHY  
UNILEVER // VP FOODS,  
NORTH AMERICA





## *The Story*

When Unicef sought to disrupt their leadership development process, going from *overly scholastic* to *overtly personal*, they too reached out to Wisdom Capture. Senior leaders shared life-altering moments and choices, that had forever changed their outlook and leadership. Emerging leaders shared of personal leadership challenges and how to overcome while rising in the ranks.

## *The Results*

5 films per session

68% of users return within 1 wk

8+ min per visit

## *The Outcome*

Unicef added mobile apps to their web based platform to help support global adoption and added three film dates to further capture global leaders abroad.





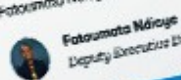
unicef

- HOME
- EXPLORE
- DASHBOARD
- LOGIN



### THE NOTION OF FIGHT

Fotoumata Ndiraye, Deputy Executive Director of Management, reminds us of the need to have a fighting spirit.



Fotoumata Ndiraye  
Deputy Executive Director, Management

REFLECT

FIGHTING FOR YOUR AMBITIONS IS A GOOD THING

### DISCUSSION

Join the discussion and add your comment!

ADD COMMENT

### RELATED FILMS



Accomplishing Tasks the Right...  
Letia Pabalo



You Don't Always Have to Be in...  
Ted Chubert





*Wisdom Capture is the new standard bearer for the authentic communication of purpose driven leadership, insights and values.*

**WILL** KENNEDY

UNITED NATIONS OFFICE FOR  
PARTNERSHIPS // SENIOR  
PROGRAMME OFFICER

*Wisdom Capture captivated our leaders in a way that brought vulnerability we have not seen before.*

**NINA** SEGAL

UNITED NATIONS OFFICE FOR  
PARTNERSHIPS // SENIOR  
PROGRAMME OFFICER





*wisdom* { **CAPTURE** }