

CURIOSATHON

Reignite curiosity. Unlock possibility.
A unique new learning experience to the skill of the future.



Why curiosity?

Curiosity is the invisible force that helps navigate uncertainty

It fuels learning, creativity, and connection. Yet in most organisations it fades under routine and pressure.

⚡ Curiosity and lifelong learning are among the most valuable skills for the workforce of the future

(WEF Future of Jobs Report 2025)

⚡ 77% of senior leaders feel strongly that curiosity is important in their roles.

(HBR - Leadership Reframed for the Workplace of the Future)

⚡ Curiosity is a stronger predictor of job satisfaction, work relationships, and innovation than mindfulness.

(Kashdan et al., Personality & Individual Differences)

Time for Magic!

Bring curiosity to life across
your organisation



Introducing The Curiosathon

A large-scale learning experience that sparks a culture of curiosity across your organisation.

Built on the science of workplace curiosity and delivered through the wonder of magic, it gives your people:

- Practical rituals to make curiosity a daily habit
- A shared language for curiosity across teams
- Individual and whole group Curiosity Profiles
- The confidence to carry curiosity into everyday work



25%

Increase in curiosity.

Participants reported their 'level of curiosity in your work or daily life', before and after the curiosathon on a scale of 1 not at all curious to 5 extremely curious.



A mind-opening experience



Anticipation

Ignite

Explore

Unlock

Embed

Curious invites, a teaser video and the Curiosity Quiz build intrigue before the day begins

An opening act of magic puts the whole room in a wonder mindset

Passport in hand, people journey through the four Curiosity Worlds

A magician's techniques for noticing what we usually miss

Teams co-create Curiosity Rituals they can apply the very next day

People rediscover energy, connection, and openness to new ideas.



The science of Curiosity

Curiosity isn't a soft skill. Research shows it outperforms mindfulness at predicting the outcomes organisations care about most, including engagement and innovation.

And it isn't one thing. The research maps four measurable dimensions of workplace curiosity: Curiosity Drive, Joyous Exploration, Openness to People's Ideas and Stress Tolerance. In our session, each becomes a world your people explore, and a way of being curious they can develop.

The fastest way into curiosity is wonder. Magic blends the magician's art of attention, perception and surprise, so you're instantly wondering what's in front of you. That moment is the wonder mindset.

That's how we developed the Curiosathon: **wonder opens the mind, and the four worlds make it stick.**

Your people won't just understand curiosity, they'll feel it.



(M-Workplace Curiosity Scale by Dr. Todd Kashdan, Dr. Spencer Harrison, and colleagues.)

**“We design from a place of magic, using wonder
to open minds before science makes it stick”**

Jenny Theolin,
Head of Learning

When to do a Curiosathon

- You're launching an AI transformation.
- A leadership programme needs a boost.
- You're refreshing your culture.
- Innovation has slowed.
- Teams are working in silos.
- Employee surveys show low psychological safety or engagement.
- You're goals are focused on growth mindset.
- You want to create a stronger learning culture.
- You're bringing leaders together for an offsite.

Curiosathon

A large-scale learning experience that sparks a culture of curiosity across your organisation.

Full day or half day events

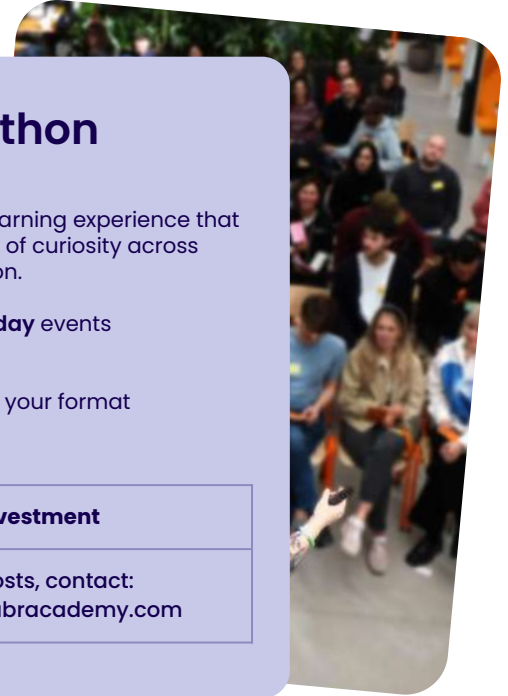
Live or online

50+ people

Talk to us about your format

Investment

For costs, contact:
rubens@abracademy.com



**“Wonder is a state of knowing and not knowing
at the same time.”**

**Dr Matt Pritchard,
Magician. Scientist.**

Why Abracademy?

Already applying curiosity at scale

We've delivered The Curiosathon across the Netherlands, the UK and Germany, in person and online, to hundreds of employees.

And it travels... From a leading European food delivery platform to a prominent UK law firm, the programme applies to different cultures, sectors and ways of working.

95%

Would recommend

83%

Likely or very likely to apply this in their day-to-day work

24%

Curiosity increase from before to after the curiosathon

"The experience didn't just teach curiosity, it was already creating it - through the wonder of magic"

 **JUST EAT Takeaway.com**

Eeva Toivanen
Lead Learning & Leadership
Consultant
Just Eat Takeaway.com

ABRACADEMY

10 Years of Wonder at Work!



**22 Countries,
9 Languages**

Bringing wonder to teams across cultures, continents and time zones.



**Wonder-full
Years**

From a magic school to a unique learning business. For 10 years we've been unlocking potential and sparking transformation.



**114
Transformational
Clients**

Creating unforgettable experiences with brilliant partners worldwide.

That's around 11,370 participants, WOW!



**Phenomenal
Network**

A passionate magic-making crew, united by a mission to bring more magic into the world through learning and human connection.

Curious? Let's talk

Send us an [email](#) or [book a call](#) to discuss your Curiosathon.



11,000+ people trained
over 10 years.

Featured in Wired, BBC and The
Financial Times.

Collaboration with Goldsmiths,
UCL and Wellcome Collection.

ABRACADEMY

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