

DISTINGUISHED FELLOW MEDAL
PROFESSOR ALLAN SNYDER'S ADDRESS

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The Centre for the Mind is **passionate, passionate** about creativity and championship. **Creativity and championship!**

And today, **today** we **celebrate** someone who exudes **both**.

The Centre for the Mind prides itself on breaking mindsets and attempting the impossible. **We** invest in daring research. **We** orchestrate spectacular initiatives. **We** act as a nexus for the great minds of the world.

Nelson Mandela led our Olympic "What Makes a Champion" event. Last year the Dalai Llama headed our Mind Science Forum. Next year, great minds will explore Genius and Madness.

Our recent discoveries about the mind's **hidden** skills challenge orthodox views of the brain. And, they're featured in **The New York Times**, the **Times of London**, the **BBC**, the **major** American networks and the scientific press.

The Centre for the Mind is a recognised brand internationally!

Distinguished guests, ladies and gentlemen, we commissioned the Distinguished Fellow Medal to salute those giants who are emblematic of our two unifying themes: creativity and championship.

Nelson Mandela and Oliver Sacks are the previous recipients. Today, we salute **Sir Richard Branson**.

Creativity: We see creativity as an act of rebellion, an act of **rebellion!** It's downright subversive to invent entire new modes of thinking. But, that is **precisely** what Richard Branson has done.

Championship: In our view what makes a champion, and I mean a champion in the broadest sense of the word, is a champion mindset. It is the champion **mindset** that is the hallmark of a champion, **not** the skill itself.

Richard Branson has the courage to take risks, the **courage** to confront conventional wisdom, the **courage** to face adversity. Richard Branson has a **champion** mindset!

We believe every kid is a potential champion. And we are right now investing in this belief through our dynamic "Any Kid can be a Champion" initiative.

Richard Branson **is** the Any Kid Can be a Champion guy! **He** started as a teenager, from **nothing**, to build an awe-inspiring \$7 billion dollar corporate empire spanning some 224 companies.

Fortune magazine said that he engineered a "breathtaking life"-**better than a fairy tale**" - replete with his own Virgin island and intrepid round the world balloon attempts.

Richard Branson **embodies** creativity and championship and what's more he is **an adventurer**. **Adventurer?** You ask what relevance an adventurer has to a **scientific** Centre for the Mind?

But, **just** recall what Sigmund Freud said about **his** celebrated creativity. "I am not really a man of science, **not** an observer, **not** even a thinker. I am nothing but an **adventurer** - a **conquistador!**"

In other words, ladies and gentlemen, Like Sigmund Freud, we see creativity as being **inextricably** linked to being an adventurer.

Richard Branson. **You** have done to the corporate world what **Indiana Jones** did to archaeology.

You made it **fun**.

You made it **adventurous**.

You broke the prevailing mindset about business.

And so, the Centre for the Mind takes great pleasure in honouring you with its 2003 Distinguished Fellow Medal.

Congratulations, Sir Richard.