



Eugene Hughes

Chief Psychologist and Founder



Eugene believes creativity is our greatest human resource and has dedicated his career to helping individuals, organisations and whole communities to put their creativity to good work.

Eugene's ground-breaking work has been instrumental in promoting the importance of creative thinking in Leadership, Learning and Mental Health across the globe.

Eugene has mentored and coached over 2000 senior leaders within global superbrands such as adidas, BBC, EY and Sony Music. His expertise lies in drawing out their creative intelligence as the essential resource in leading thriving organisations in an increasingly complex world.

He is co-founder of Lead Like a River: 8 day leadership retreats in remote wilderness locations across the world. Ranked in The Times top 20 life changing experiences, Lead Like A River helps leaders to use their experience to make a greater contribution to people and the planet. Eugene's pioneering work combining eco-psychology with contemporary leadership has helped re-envision leadership for the 21st Century.

He has also brought many organisations and communities together in creative collaborations that combat prejudice and promote social inclusion and positive social change. Most recently he directed a series of multi-award winning documentaries, exhibitions and workshops that shared 500+ people's real-life stories of migration.

Eugene is a certified coach, group facilitator and licensed psychotherapist with training in Gestalt, Transactional Analysis and Psycho-dynamics. He is particularly interested in working with the unconscious and active imagination to enable people to release their full creative potential. He has extensively researched the role of imagination and archetypes in leadership and developed The Leadership Archetypes as a methodology for contemporary leadership development. He has also won multiple awards for his work including most recently best director at London Independent Film Festival.

Eugene believes everyone is inherently creative and is passionate about enabling everyone in society to reclaim their creative potential so that we can affect positive change and transformation.