INNOVATIVE
CREATIVITY
IDEATION
WORK SMARTER
FRESH SOLUTIONS
VISION
LOW COST/
HIGH IMPACT
THE BIG IDEA
AGENDA

1. Why creativity matters today
2. Creativity vs. innovation
3. Improve creative thinking
4. Foster a creative culture
Nearly 20 years ago “creating” replaced “evaluation” at the top of Bloom’s Taxonomy of learning objectives. In 2010 “creativity” was the factor most crucial for success found in an I.B.M. survey of 1,500 chief executives in 33 industries. These days “creative” is the most used buzzword in LinkedIn profiles two years running.
Workforce Evolution

Agriculture Age (Farmers)

Industrial Age (Factory workers)

Information Age (Knowledge workers)

Conceputal Age (Creators)

18th Century
19th Century
20th Century
21st Century
1. Need for meaning
2. Unprecedented “big-bang” disruptions
3. Beta business climate
4. Innovations create new markets
5. Limited resources
What is the difference between creativity and innovation?
INNOVATION

CREATIVITY
HIERARCHY OF CREATIVE THINKING

INNOVATION

STRATEGY

EXECUTION
Creative problem solving is employed to given solutions using existing skills and tools.
STRATEGY

Seeks solutions to complex or abstract problems and is not limited to existing skills or knowledge.
InnoVATION

Invents solutions to as yet undefined, or unrecognized problems. Requires an acute awareness to see connections which are not apparent to most people along with the ability to translate the vision so that others can understand and actualize it.
HIERARCHY OF CREATIVE THINKING

INNOVATION

STRATEGY

EXECUTION
What drives creative thinking?
Curiosity
“I have no special talents. I am only passionately curious.”

— Albert Einstein
Theoretical Physicist
Curiosity is biological
Curiosity is psychological.
How can we nurture curiosity and improve creative thinking?
EXPOSE
STRETCH
QUESTION
Collect lots of dots.
Traditional academic disciplines still matter, but as content knowledge evolves at lightning speed, educators are talking more and more about “process skills,” strategies to reframe challenges and extrapolate and transform information, and to accept and deal with ambiguity.
Mind the **information** gap.
Practice questioning.
“The single best piece of advice: constantly think about how you could be doing things better and questioning yourself.”

— Elon Musk
Inventor and Investor
PVP
question

PURPOSE
Future Purpose
Who are we now and what must we become?

Great Purpose
What are the biggest problems we need to solve?

Re-Purpose
How can what we do/make be used differently?
question
VALUE
Curitiba, Brazil
question
PROCESS
Map and explore the process

- Purchasing decision
- Manufacturing or processing
- Research and development
- Sourcing and procurement
- Staff development and growth plan
“Innovation isn’t just a side effect. An environment that rewards creativity can stimulate innovation.”

— Marian Salzman
CEO, Havas PR
The most dangerous phrase in the language is "we've always done it this way."
enculturate creativity
TIPS

1. Evaluate skills
2. Set expectations & empower
3. Set the table
4. Reinforce
Get creative.

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