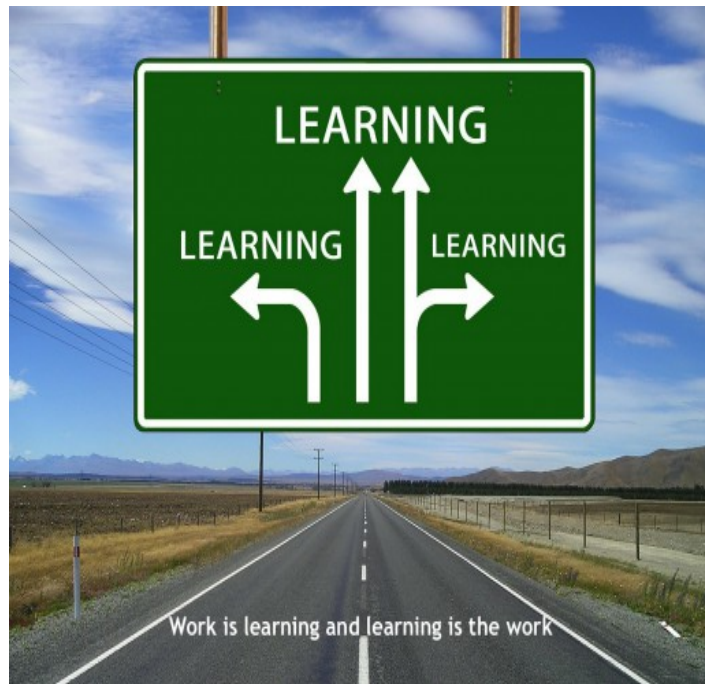


Reflection Diary Questions and Task:

- Where does your organization innovate the most?
- How can you make a difference with your ideas within your organisation?
- What makes an idea stand out?
- Identify a potential challenge where creative input would be useful within your organisation or company
- How could you use the 4 MAT system to share and build a case from your organisation or company's particular challenge?

Neuro & Mindful Leadership – Think & Act Like A Leader

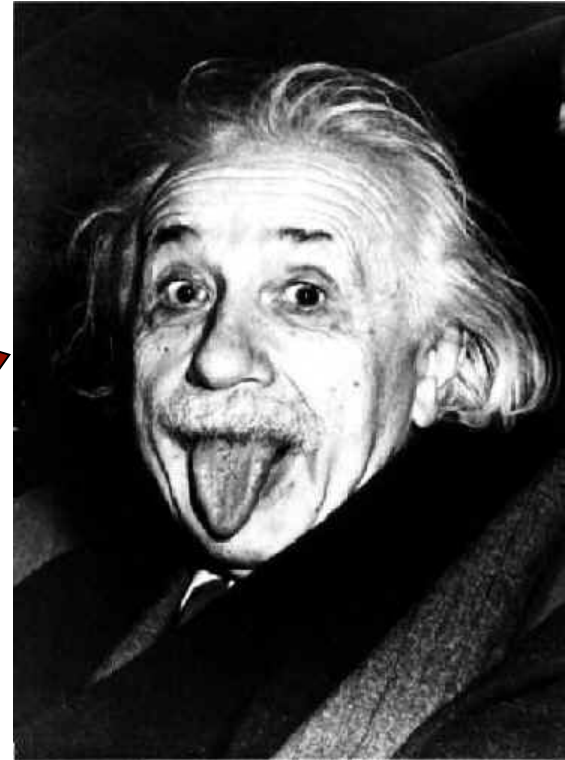
Leadership through
the lens of
creativity



Opportunities for
growth

Leadership is the art of giving people a platform for spreading ideas that work. - Seth Godin

...We can't solve
problems by
using the same
kind of thinking
we used when we
created them...



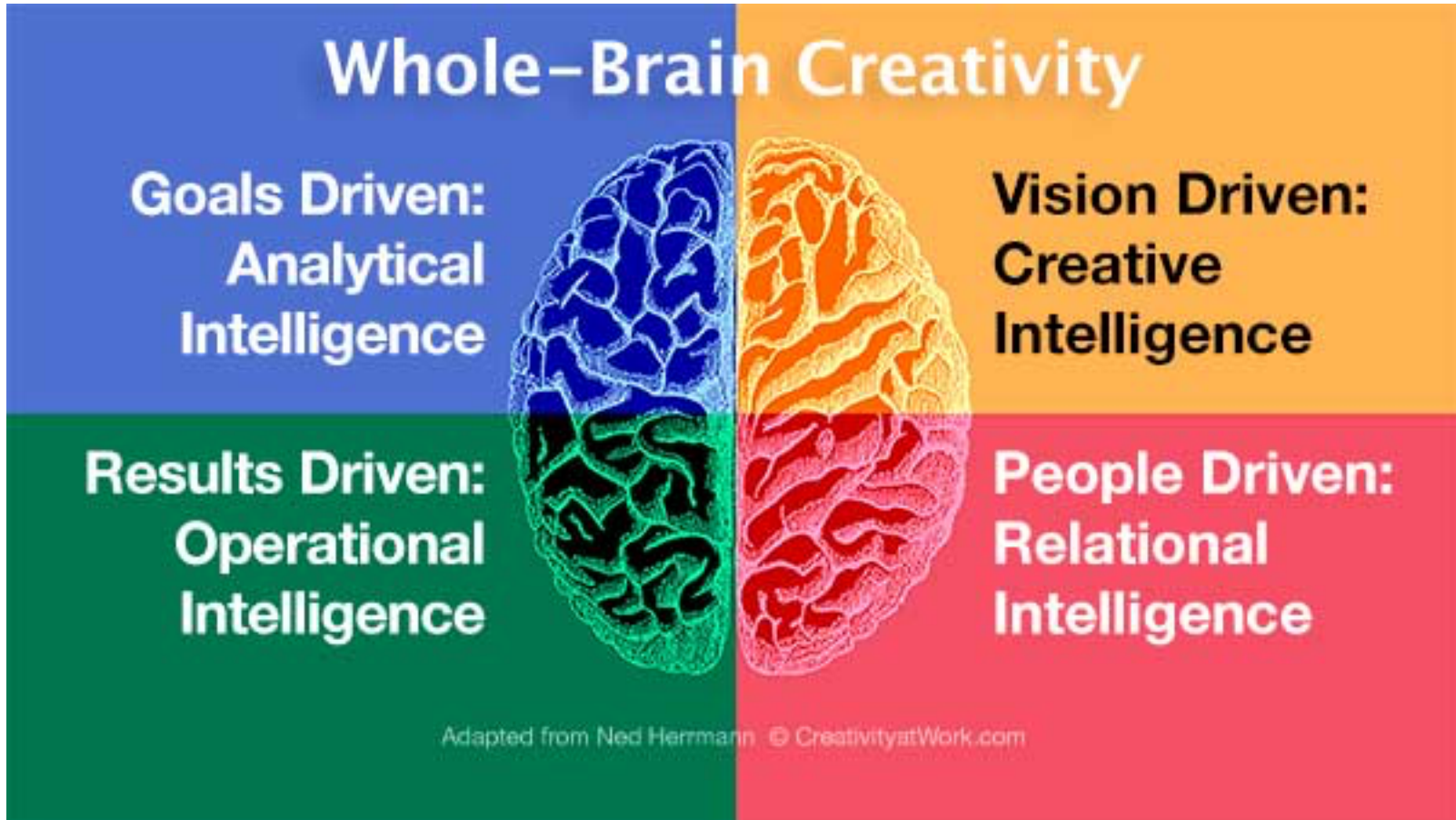
“If I had asked people what they
wanted, they would have said a
faster horse”

Henry Ford

“We are called to be the architects of
the future, not its victims”

Richard Buckminster Fuller

What is whole Brain Creativity?



Where do opportunities come from?

1. Opportunities are out there – you just need to search for them
2. Opportunities need to be created - alertness to opportunities
3. Neither - prior knowledge of a market, industry, or customers
4. Combination of the above



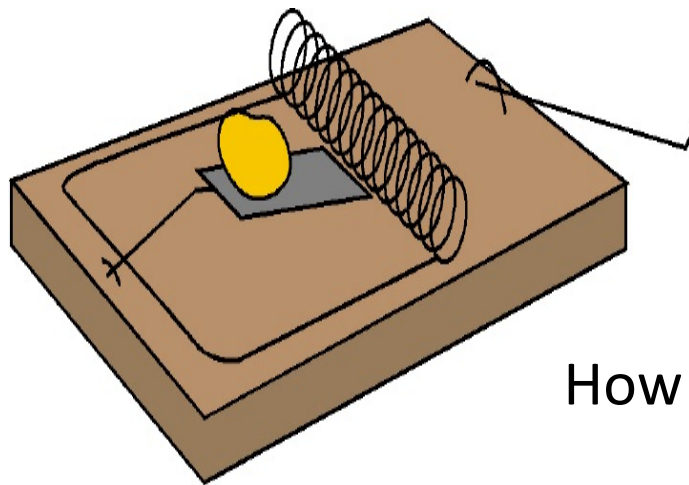
How to be innovative?

- Think differently (new methods of production, creation of new raw materials)
- Act differently (creation of new products or services)
- Organise differently (new ways of organising)

What kind of problem are you trying to solve?

- Does it make a difference?
- Is it scalable?
- Does it “make meaning”?
- Whose problem do you want to solve?

"A problem is half-solved if properly stated." John Dewey



How do I get rid of the mice?

How do I build a better mousetrap?

Are you asking the right questions?

Purpose of the activity

Further unlock your creativity

You will practice:

- Learning how to co-develop opportunities
- Finding ideas that could lead to real opportunities
- Using the process to sharpen your level of awareness, intention and communication of “new ideas”
- Appreciating the impact of ideas in different contexts
- Seeing for yourself that you too have ideas and can be creative

Basics of creativity...Rules

Diverging

- Defer judgement
- Strive for quantity
- Seek wild ideas
- Combine and build on other ideas

Converging

- Be deliberate
- Check your objectives
- Improve your ideas
- Be “affirmative”

Basics of creativity...Tools

Diverging

- Brainstorming
- **Brainwriting**
- Forced connections
- Visual connections
- Ladder of abstraction

Converging

- Pluses, potentials, concerns
- Highlighting
- “Card sort”
- Evaluation matrix

Why would you want to talk to people when you are trying to be creative?

- Tap into “their creativity”
- Tacit knowledge
- Bounce ideas off each other
- Incremental growth and improvement of thinking
- New insights
- Get ideas for whom else to talk to

Divergent Rounds

Round 1 (15 minutes)

Draw from your general knowledge, imagination, experience....

Round 2, 3 (10minues each)

Move to a different flipchart and see what they have – redefine markets and stretch the possibilities

Convergent Thinking - round

Round 4

The purpose of the second part of this activity is to learn how to evaluate and select ideas that are worth pursuing into real ventures and identify clear, achievable business goals/targets.

You will have 30 minutes to build a solution to a problem and make a pitch in a 4-Mat format.