

INNOVATION MINDSET

6 TECHNIQUES FOR CREATIVE THINKING WHEN YOU'RE IN A RUT

WHAT'S IT ABOUT?

Creativity is elusive, especially for non creatives. It's tough to generate innovative ideas at work when your head is racing with tasks, to dos, and urgent problems that popped into your day.

You'll examine the cognitive biases that draw us like a magnet to the current way of doing things. There are 10 that often keep work teams from breaking through their ruts.



Product Innovation,
like how to install
5G on Mars.



Mental floss to clear
biases and go deep
into fresh angles.

How to get a patent or
blow up the current
processes on your
R&D team or
project team.

Techniques to reboot
your mind & get fully
present in any
brainstorming effort
or creative endeavor.

Business model &
technology disruptions.

Everyday creativity
and innovation.

MEETING-OPENING ACTIVITIES TO REBOOT YOUR CREATIVE SYSTEM

This is not your average virtual training. Half of this session is filled with short activities. Be prepared to be on your feet a bit (yes, even in a virtual class).

Some will even feel silly, yet they will fill your tool bag with activities you can use when you need to spark innovative mindsets amongst colleagues.

**CREATIVITY IS NOT A MYSTICAL
POWER RESERVED FOR ARTISTS.**

**STILL, IT CAN BE TOUGH TO GET
INTO A HEADSPACE FOR
INNOVATION--ESPECIALLY WHEN
THE AVERAGE DAY FEELS
"CRAZY BUSY" & DISTRACTED.**

YOU'LL EXPLORE:

1. 6 Cognitive Biases that keep you rooted in same-same thinking. Explore which ones might be stifling your creative mojo.
2. The push-pull of productivity-thinking and creative-thinking as a means to "practical creativity."
3. Try 6 lively activities (meeting openers) you can use the next time you want to set the tone for innovation and breakthrough thinking.