

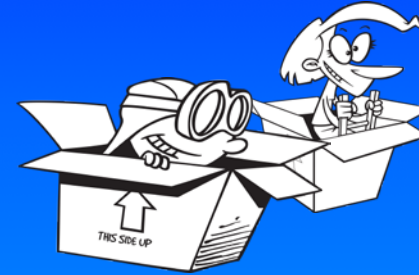
Creative Leadership

Fostering a Mindset of Innovation

MATRC 2016



1



2

Help...
we need to
think out of
the box!



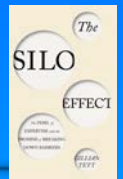
3

"To master our silos we need to realize how we 'unthinkingly' classify the world around us each day and try to **imagine** alternatives.

If we don't, we become **blind to our own blindness.**"



Gillian Tett
Editor, *Financial Times*



4



"You cannot depend on your eyes when your **imagination** is out of focus."

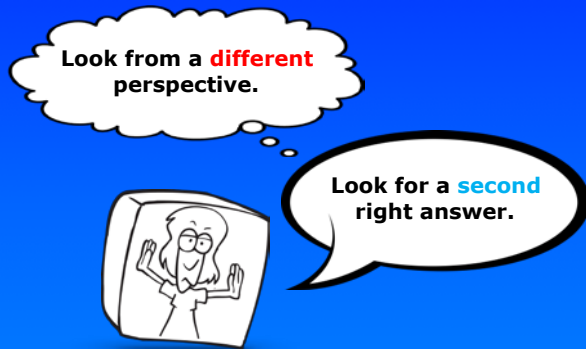
— Mark Twain

6

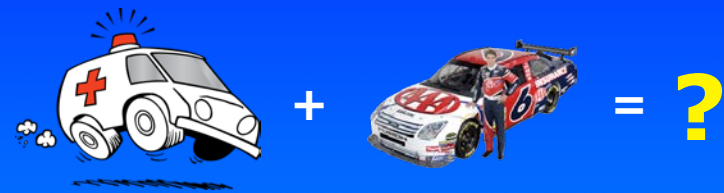
8,549,176,320

What is **unique** about the following 10 numbers?

7

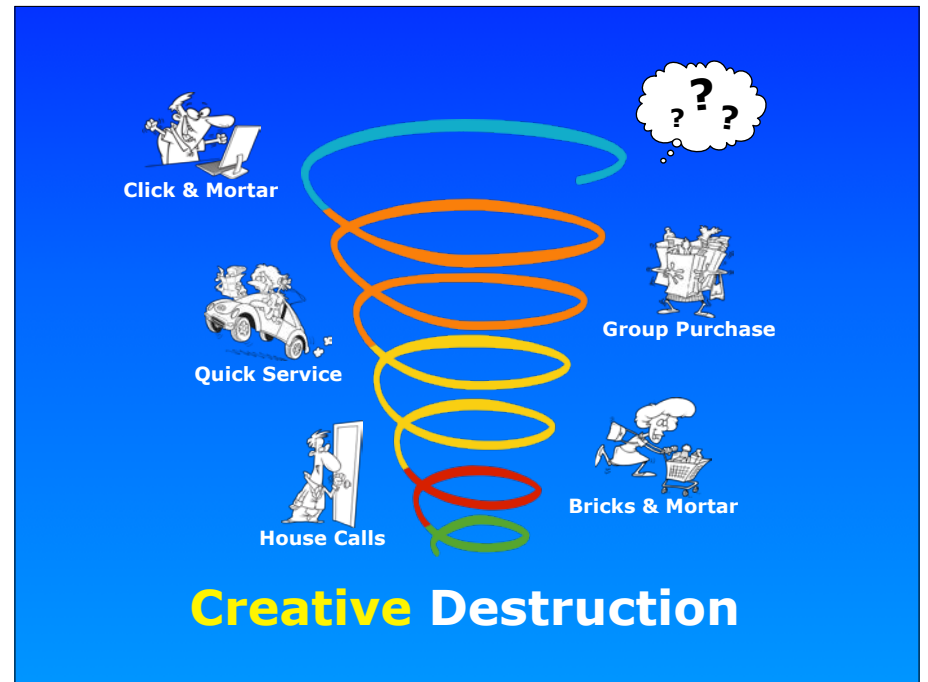
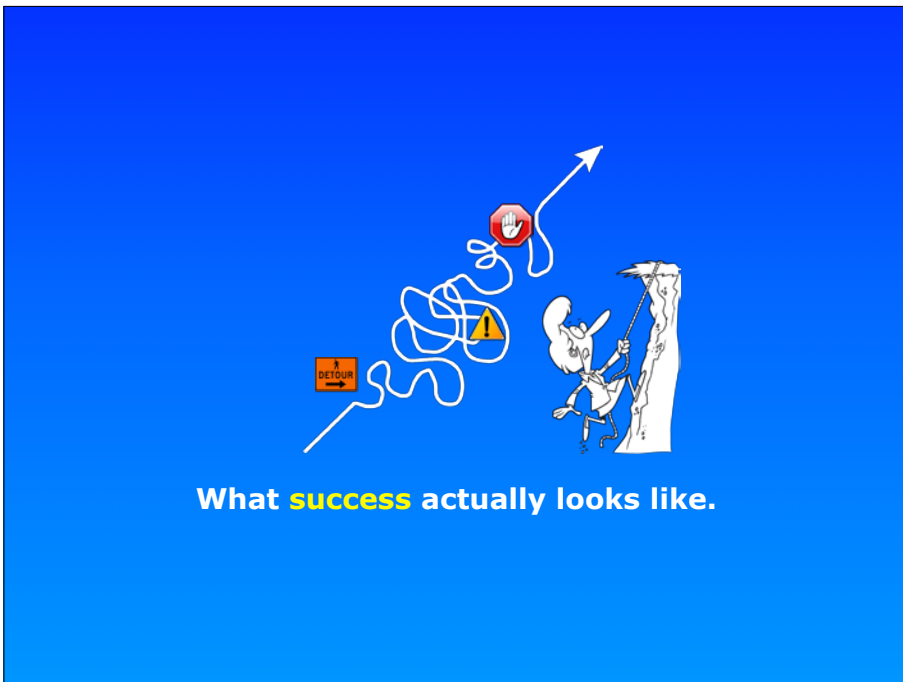
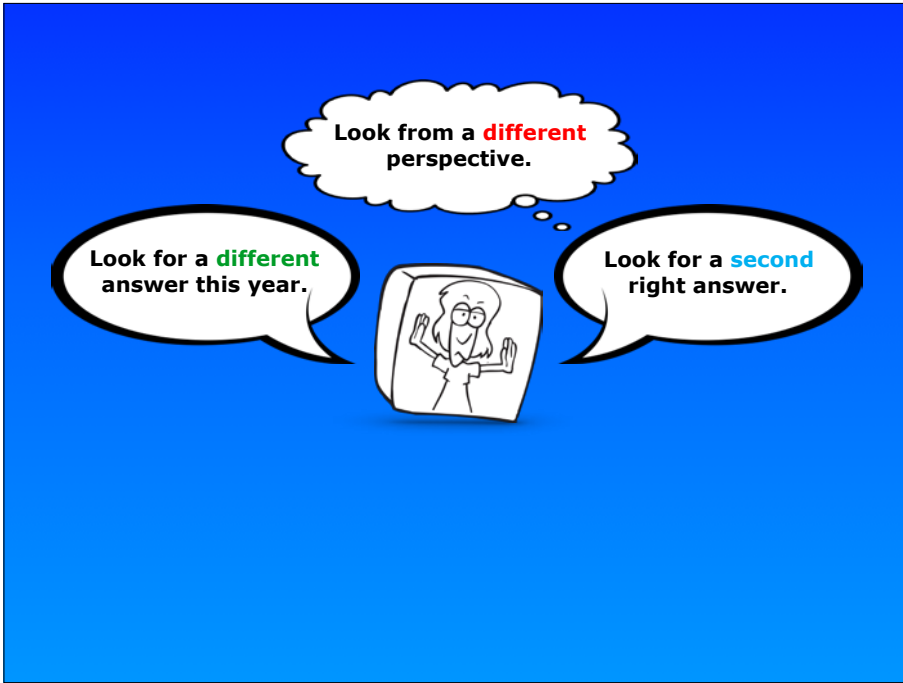


9



Safety
Speed
Simplicity
Self Confidence
Shared Vision

10



+

-

Color

Water

Sugar

Caffeine

Carbonation

Preservatives

PEPSI

17

PLAYBOY
ENTERTAINMENT FOR MEN

PLAYBOY.com goes **PG-13**

258% **jump** in visitors
Average age **drops** from 47 to 30

19

“Hold an **Opposite Day.**”

Divide into groups, and each chooses an assumption, belief, or area of knowledge that is widely taken for granted.

Each group asks, “When is the **opposite** true?” and then delivers a presentation on their ideas.

Originals
HOW NON-CONFORMISTS MADE THE WORLD
Adam Grant

20

What do we **want** to look like in 5 years?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

TOMORROW
YESTERDAY

21

What will we **never** look like in 5 years?

- 1.
- 2.
- 3.

What's **right** about the never?

- 1.
- 2.
- 3.



22

Look from a **different** perspective.

Look for a **different** answer this year.

Look for a **second** right answer.



Strategic Curiosity

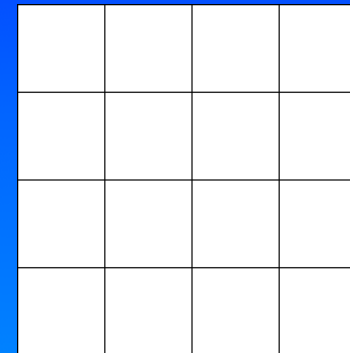
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Rules of School

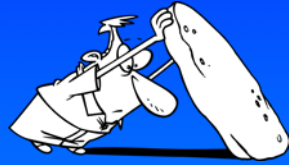
1. One _____ answer.
2. Teacher's always _____ .
3. The answer's in _____ .
4. _____ not on the ceiling.



24



25



“The hidden ingredient in exceptional leadership is **curiosity.**”



“I have no special talents. I am only passionately **curious.**”

CQ + **PQ** = 
Curiosity Quotient Passion Quotient



What's **your** pill bottle?



33

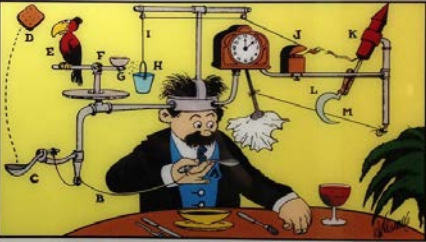


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Self-Operating Napkin

By Rube Goldberg

PROFESSOR BUTTS WALKS IN HIS SLEEP, STROLLS THROUGH A CACTUS FIELD IN HIS BARE FEET, AND SCREAMS OUT AN IDEA FOR A SELF-OPERATING NAPKIN.
AS YOU RAISE SPOON OF SOUP (A) TO YOUR MOUTH IT PULLS STRING (B), THEREBY JERKING LADLE (C) WHICH THROWS CRACKER (D) INSTANTLY. (E) PARROT JUMPS AFTER CRACKER AND BURCH (F) TILTS, SPREADING SEEDS (G) INTO PAW (H). EXTRA WEIGHT IN PAW PULLS COSY (I) WHICH OPENS AND LIGHTS AUTOMATIC CIGAR LIGHTER (J), GETTING OFF SKY-SHOCKET (K) WHICH CAUSES SICKLE (L) TO CUT STRING (M) AND ALLOW PENQUIN WITH ATTACHED NAPKIN TO SWING BACK AND FORTH THEREBY WIPING OFF YOUR CHIN.
AFTER THE MEAL SUBSTITUTE A HARMONICA FOR THE NAPKIN AND YOU'LL BE ABLE TO ENTERTAIN THE GUESTS WITH A LITTLE MUSIC.



“Man will always find a **complicated** means to perform a simple task.”

— Rube Goldberg

35

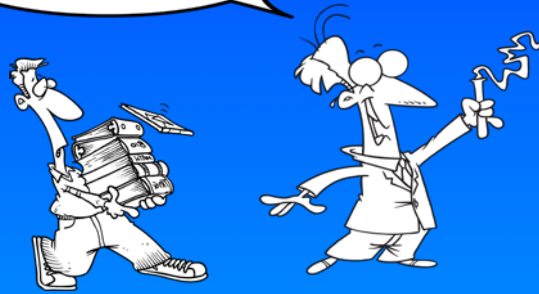


“My technique is to go from ‘A to B’ using all of the letters.”

— Rube Goldberg

36

You'll **never** get a job at DuPont!



37

When something goes wrong, ask what went **right**.



39



"Celebrate what's **right** with the world!"



40

"All **new ideas** must pass through three stages:

1. first **dismissed** as nonsense,
2. then **rejected** as against religion,
3. acknowledged as true, with the proviso from opponents they know it all along."



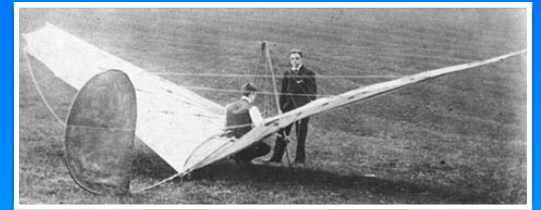
— Karl Ernst von Baer, the father of embryology

41



42

**Heavier than air
flying machines
are impossible!**
— Lord Kelvin, Royal Society 1895



43

**Sensible and
responsible women
do not want the
right to vote!**
— President Grover Cleveland, 1905



44

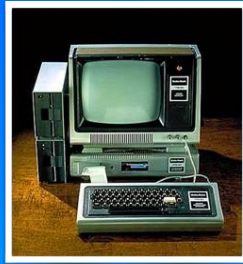
**Who the hell wants
to hear actors talk!**
— President of Warner Bros, 1927



45

There's no reason for an individual to have a computer in their home!

— President Digital Equipment, 1977



46

Groups with guitars are on the way out!

— Decca Records 1962



47

What are the Killer Phrases that we say?

- 1.
- 2.
- 3.
- 4.

How do we "de-fuse" them?

- 1.
- 2.
- 3.
- 4.



48



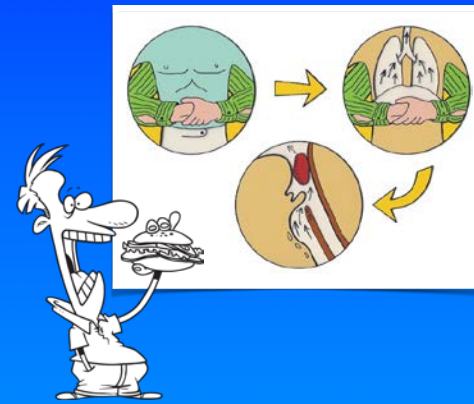
49

Our cartoons will **never**
go on videotape.

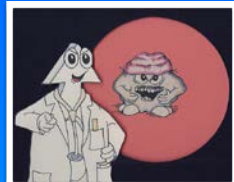
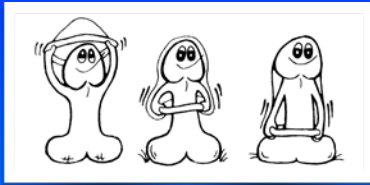
— President, Walt Disney 1976



50



51



52

Where do you come up
with your ideas?



53

Top 10 “Idea-Friendly” Times



10. Cutting grass
9. Listening to a sermon
8. Waking up in middle of night
7. Exercising
6. Leisure reading
5. During a boring meeting
4. Falling asleep or waking up
3. Sitting on the toilet
2. Driving
1. Taking a bath or shower



54



How do we come up with ideas anytime... anywhere?

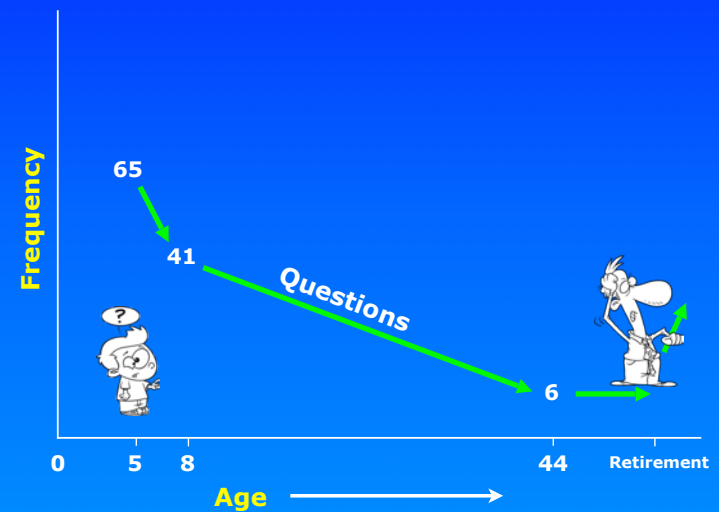
55

The “answer” is the question.



— Dr. Jonas Salk
Polio Vaccine

56



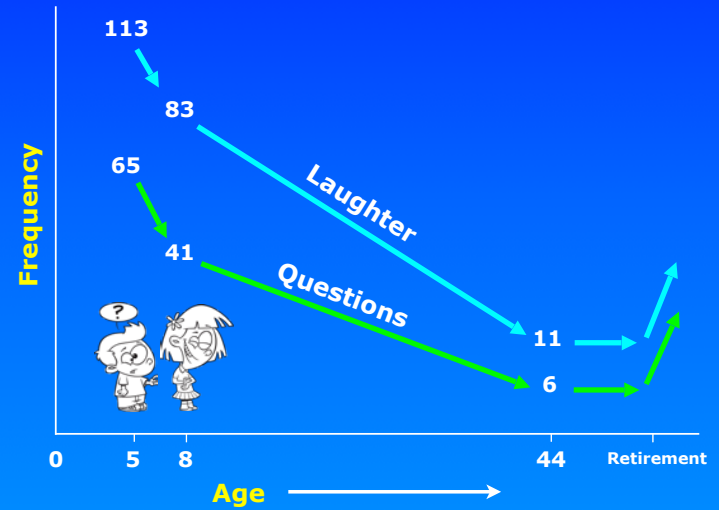
NCES/Nations Report Card

57

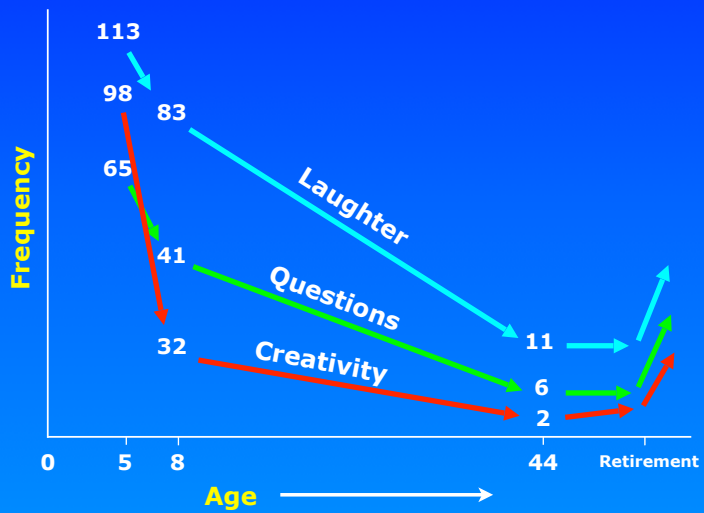
Why?

Ask "Why?" five times.

58



59



60

What did you **learn** today in school?

What **questions** did you ask today in school?



61

What do you
want to be
when you
grow up?



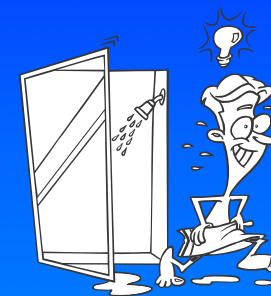
62

What
challenges do
you **want to**
solve?



63

What if I could trust
100%?



What would "I" **never** do?

64

65



WAGi.labs



social innovation incubators for kids' ideas
Ages 7- 10

www.wagilab.org

66

Kids
(Curiosity + Courage + Connection)
= Social Innovation



67

Pitch:



GuppyTank



Watch how kids **sell their ideas** with passion and then turn their ideas into reality.



68

Games:



Ideas for Humanity



The game where YOU can change the world!



69