



Disruptor
Transformer
Catalyst



Un Lo Ck

Cr Ea Ti Vi Ty



IF YOU FIND THIS PUZZLING,

YOUR BRAIN IS WORKING CORRECTLY

Six Word Story – Power of Ideation

Individuals tell their stories in only six words. Example is Hemingway's:

'For Sale: Baby shoes, never worn.'

How do creative people “tick”?

- Daydream (**not a waste of time, but creative incubation**)
- Observe everything (**supports creative expression**)
- Work the hours that work for them (**structure your day as your brain fires up**)
- Take time for solitude (**capacity for constructive use of solitude**)
- Turn life's obstacles around (**pain as catalyst to create great art**)
- Seek out new experiences (**Openness to experience is the predictor of creative output**)
- Fail up (**Resilience is practically a prerequisite for creative success! Don't take it personally**)

How do creative people “tick”?

- Ask the BIG question (**curiosity is your GPS!!!**)
- People-Watch (**observing human nature tells you what to do**)
- Take risks (**It requires making public those bets first placed by imagination**)
- View life as an opportunity for self-expression (**needs, desires and uniqueness**)
- Follow true passions (**motivated to act from some internal desire**)
- Shake things up (**Diversity of experience, more than anything else, is critical to creativity**)
- Make time for mindfulness (**understand the value of a clear and focused mind**)



IS CREATIVITY TO BE MANAGED?

CREATIVE ACTIVITIES?

CREATIVE RESOURCES?



IT IS OKAY NOT TO KNOW THE **ANSWER**



TEMPORARY ORGANIZATIONS

PROVIDE VS ENABLE CREATIVITY



AS EVERYTHING IS CONSTANTLY CHANGING,

CREATIVITY IS THERE TO INVENT THE FUTURE



SCIENCE FICTION IS BECOMING **REALITY**



ENOUGH IS BECOMING TOO MUCH



SOON IS BECOMING **TOO LATE**



THINGS ARE COMING TO US

THE INTERFACE IS TAKING OVER **RELATIONSHIP**



**CURATION OF SPACE CAN HELP TO
PROMOTE CREATIVITY**



CREATIVE WORKSPACE IS
YOUR SECOND HOME



EVERYTHING MUST PLAY WITH EVERYTHING



IDEATION NEVER STOPS

AND PLANS ARE ALWAYS **WRONG**



CREATIVITY IS THERE
TO MAKE THE **IMPOSSIBLE**
POSSIBLE



**PUBLISHING ORGANIZATIONS ARE THERE
TO HELP PEOPLE TO BECOME MORE CREATIVE**



CREATIVITY COMES FROM EXPOSURE TO
INSPIRATION AND PROVOCATION

PUBLISHING INDUSTRY MAKE THAT HAPPEN



AS LONG AS YOU REMAIN CREATIVE

YOU ARE SAFE FROM

DISRUPTION CAUSED BY TECHNOLOGY



Inspiring
Performance