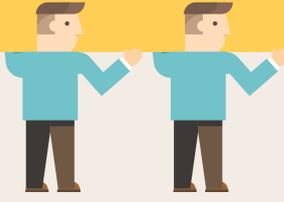


# How To Keep Your Thinking FRESH And Your Audience ENGAGED



PEOPLE | CREATIVITY | PASSION



Innovation (and great thinking) happen when people, creativity, passion and learning combine.

EMBRACE



Creativity and change can feel uncomfortable. Embrace that feeling. It's OK!



The Fresh thinking sweet spot is when the Logical and Analytical Left Brain connects with the more Divergent and Free Flowing Right Brain. It's a whole brain thing.

## KEY PRINCIPLES

<p><b>DEAL WITH YOUR CREATIVE OGRE</b></p> <p>Acknowledge the monster that tells you your not creative. Get laughter happening, have some fun and be ready for the challenge.</p>	<p><b>OUR BRAIN LOVES PICTURES AND INTERESTING THINGS</b></p> <p>Use visual communication to explore and express your ideas. Think in shapes and you can draw anything. Remember to put the stick figure away!</p>	<p><b>ENGAGE THE CREATIVE FLOW</b></p> <p>Be open to the stimulus that is thrown at you and build on everything rather than blocking.</p>	<p><b>GET YOUR LANGUAGE RIGHT</b></p> <p>Use the words 'yes' and 'and' rather than 'but' and 'no' to spiral conversations upwards.</p>	<p><b>GO WIDE</b></p> <p><b>JUDGEMENT</b></p> <p><b>EXPLORE YOUR IDEA</b></p> <p><b>Great stimulus in = great ideas out.</b> Go really, really wide in your thinking before you go deep. Keep judgement for lower down the funnel!</p>
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## PLANNING YOUR SESSION



### ROOM SET UP

70% of the ideas you have come from your immediate environment.

**Set the room up to stimulate learning and engage you audience.**



### MOVE OFTEN



Keep an eye on your energy and your audience.

What's your activation to get your audience engaged?

### ASKING THE RIGHT QUESTIONS



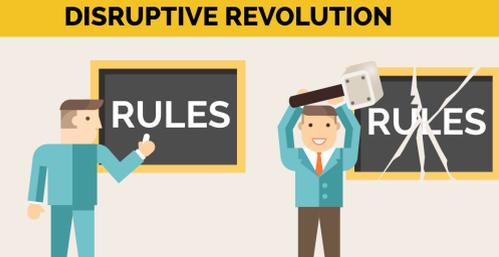
What are the type of opening statements to use with your audience?

What are the right questions to get great answers from your audience?

## CREATIVE LEVERS TO SHIFT THINKING

There is no one perfect solution to shift thinking for great ideas. Leverage as many different approaches as you can.

### DISRUPTIVE REVOLUTION



Completely break all the rules, constraints and assumptions and see where it takes you.

What are all the rules/constraints that we assume with this problem or idea?

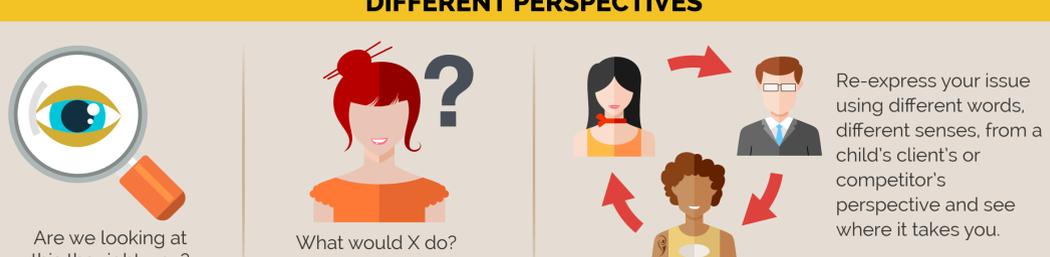
### CREATIVE POACHING



What other industries are dealing with the same issue?

What can we take from them?

### DIFFERENT PERSPECTIVES



Are we looking at this the right way?

What would X do?

Re-express your issue using different words, different senses, from a child's client's or competitor's perspective and see where it takes you.

### APPLY PARAMETERS AND CONSTRAINTS TO YOUR ISSUE



What if budget ins't an issue?

What if it had to be done in 2 weeks?

What if I had to do this myself?

### 100 IDEAS



Our brain loves the path of least resistance so it goes to the easy places first.

The first 30 ideas are the standard, easy ideas. The best insight occurs at ideas 70 - 100.

Look for specific themes.



Look for specific insights.



Keep your audience moving and working large scale.



### VISUAL CARDS AND PICTURES

- Use Visual Images and cards as metaphors to gain deeper understanding.
- A great way to shift thinking and create energy.

## ACTIVE LISTENING

It's essential to human centred design  
"Most people do not listen with the intent to understand, they listen with the intent to reply".  
Steven Covey

Using the **Rule of 3** for deeper questions. Have empathy and make people feel valued and respected.

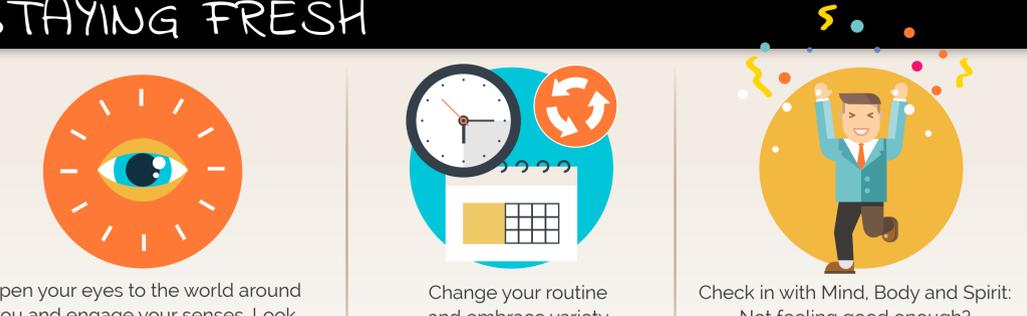


### WRAPPING UP A SESSION



What's the best way to finish on a high?  
What are the way's to keep the learning alive?

## STAYING FRESH



Open your eyes to the world around you and engage your senses. Look at the world from a different angle. Grab your camera and go for a walk.

Change your routine and embrace variety and new experiences.

Check in with Mind, Body and Spirit: Not feeling good enough? Jump, move and shake for a quick fix!