

Visual Funk Innovation Hub



Innovation is a behavior and an action word.

How people behave becomes the norm. The norm becomes the culture in an organisation.



Creativity and change can feel uncomfortable.
Embrace that. Its fine!

TOOLS AND TIPS TO HAVE GREAT IDEAS AND INNOVATE



Move and change your space.

70% of the ideas you have come from your immediate environment. Change your routine and embrace variety and new experiences.



Engage the creative flow:

Be open to the stimulus that is thrown at you and build on everything rather than blocking.



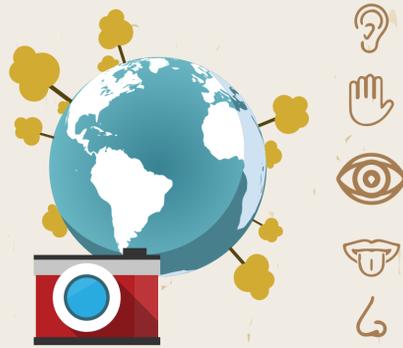
Our brain loves pictures and interesting things.

Use visual communication to explore and express your ideas. Think in shapes and you can draw anything. Remember to put the stick figure away!



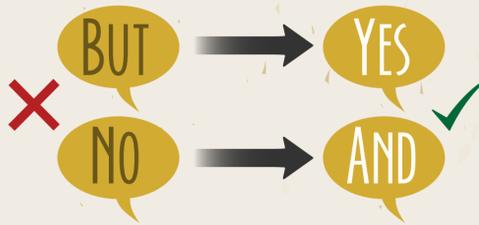
Open your eyes to the world around you and engage your senses.

Look at the world from a different angle. Grab your camera.



Embrace the world of improv theatre.

Use the words 'yes' and 'and' rather than 'but' and 'no'.



Check in with mind, body and spirit.

Not feeling good enough? Jump, move and shake to boost your energy and creative headspace.



FORCING YOUR BRAIN TO THINK DIFFERENTLY:

Disruptive Revolution:



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

**CONSTRAINTS
RULES
ASSUMPTIONS**

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

Creative Poaching

Get out and about and connect.



What other industries or people are dealing with the same issue?



What can we take from them? How can we apply their expertise?

Different perspectives

Are we looking at this the right way?



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 to your issue:

What if budget isn't an issue?



What if it had to be done in 2 weeks with no budget?



What if I had to do this myself?

Got an idea?

Get it out there and tell your peers, your team and your organisation! Put it in the shark tank!

