The Innovative Mind

Jane Schuette
What is it?
What did you love to play when you were a child?
Are you a creative thinker?
Do you have an innovative mind?

Jane Schuette
What do we believe about creativity?
80% feel that unlocking creativity is critical to economic growth

1 in 4 believe they are not living up to their creative potential

75% of respondents said they are under pressure to be productive rather than creative at work

25%-amount of time spent at work being creative

70% of Americans surveyed feel that creativity is being stifled by the education system
Innovation or Creativity?
“Creativity is a basic human instinct to make that which is new.”
Theodore Levitt

- Creativity is thinking up new things.
- Innovation is doing new things.
Theodore Levitt

Creativity = Ideas

but

Innovation = Ideas + Action
Research

In 1968 a research study administered a creativity test to 1,600 children ranging from 3-5 years old. The same test was administered at 10 years old and 15 years old.
Research

- 5 year olds: 98%
- 10 year olds: 30%
- 15 year olds: 12%
- Same test given to 280,000 adults
- 2%
Creativity and Self-esteem

Grade 1: 80% Scored High in Self-esteem
Age 5 & Younger: 90% Originality
Grade 5: 20% Scored High in Self-esteem
Age 7: 5% Originality
Seniors in HS: 5% Scored high in Self-esteem
Adults: 2% Originality
From Creativity to Innovation

- Personality
- Process
- Product
Energy

Extraversion  Introversion

Personality
Organizing Time and Life

Inspiration Driven

Discipline Driven

Personality
Process Information

**Big Picture Thinker**

**Down to Earth**

Personality
Big Picture Thinking:
Gain information through insights, connections and analogies

Down to Earth:
Gain information through reality and past experiences
Big Picture Thinking – Down to Earth

Personality
Decision Making

People Focused  Outcome Focused

Personality
Habits of Creative People

- Observe everything
- Take time for solitude
- Seek out new experiences
- Maintain a sense of curiosity about life
Habits of Creative People

- Take risks
- Ask questions
- Follow their passions
- Intrinsically motivated
- Persistent
- Lose track of time (flow)
Process
The Creative Process - Wallas

- Preparation
- Incubation
- Intimation
- Illumination or insight A-ha!
- Verification
Preparation

Process
Setting the Stage
Preparation

Remove Blockers/Sabatogers

- Poor problem definition
- The judge
Prepare Your Senses

- Décor
- Music
- Aroma
More Preparation

Learn

- Know Learning style
- Read
- Seminars
- Classes
- Research
- Mentors/Coach
Preparation

- Journal

Process
Thomas Edison
Light bulb drawing from 1880

Source: The Mind Map Book By Tony Buzan
Leonardo da Vinci
Drawings of parachute and flying-machine wings

Source: The Mind Map
Book By Tony Buzan
Michelangelo
Study of anatomical proportions

Source: The Mind Map Book By Tony Buzan
Brainstorm
Mind Map

Process
Preparation - Brainstorm

Substitute
Combine
Adapt
Modify – Magnify – Minify
Put to other uses
Eliminate
Reverse
Rearrange
Preparation

- Use Metaphors
  Staying on target
Preparation for Teams

Create an environment that is:

- Accepting
- Safe — Set boundaries
- Hospitable
- Reciprocal: you talk - I listen, I talk — you listen
- Playful
- Encouraging
- Respectful
- Nurturing
Preparation for Teams

Follow Improv Rules:
• No Judging
• Say Yes!
• LISTEN
• Be open
Incubation

- Mindfulness: Breathe, 5 Senses, Mediation
- Laugh
- Diversion: Play, Exercise, Nature, Vacation
Intimation
Illumination

- Ah ha!
Product
Verification

• Test
### Verification

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How to be creative and nurture your innovative mind
Personality - Process - Product

- Personality
- Process
  - Preparation
  - Incubation
  - Intimation
  - Illumination or insight A-ha!
- Product
  - Verification
Going Forward
Questions?
Call or Text
952-994-6192

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JaneSchuette.com