



# Unlocking Innovation and Creativity

**Or a short journey through evolutionary biology**

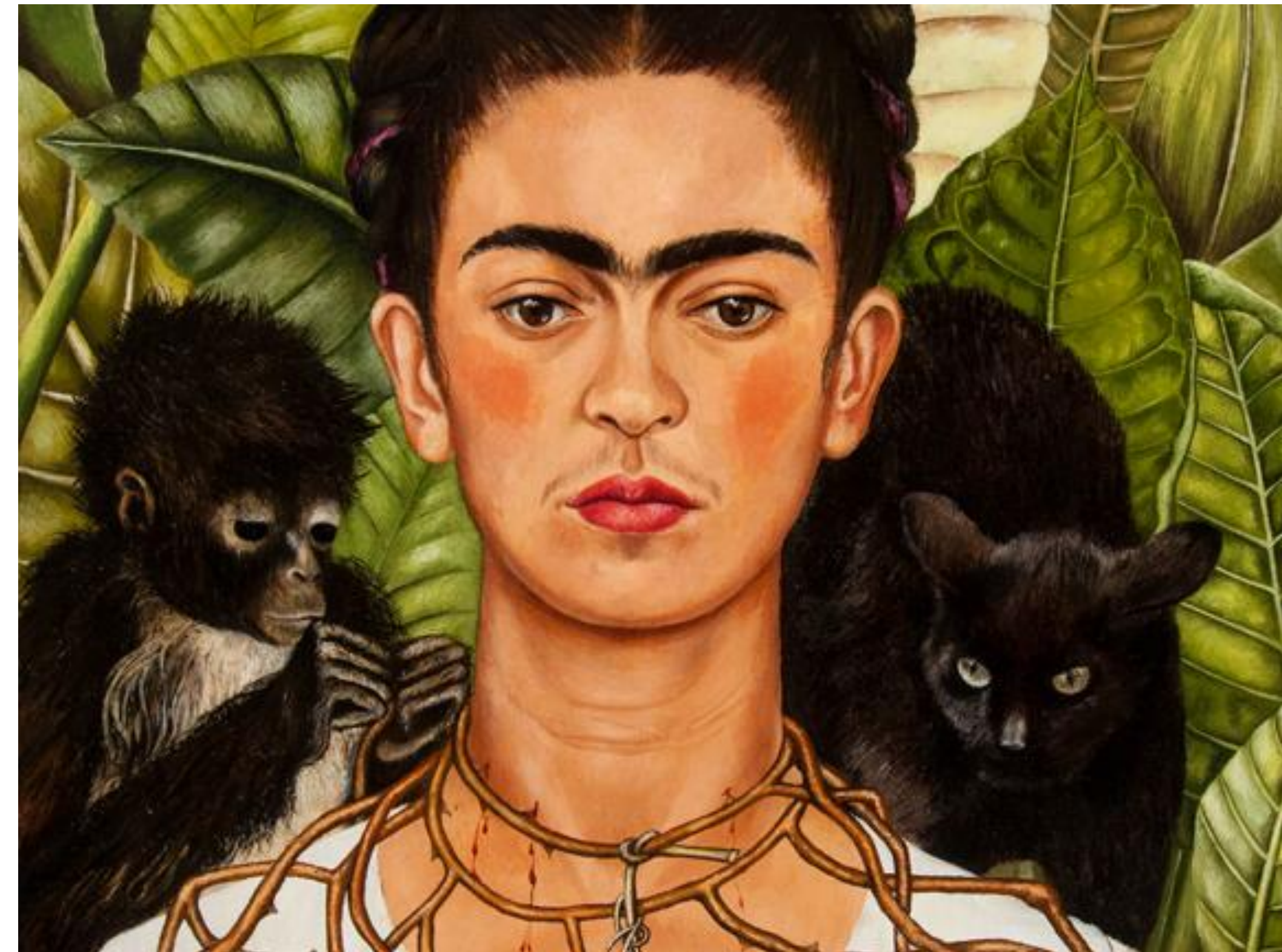
**Jonathan Bannister | 25 September 2024**

# On a scale of 1 to 5, how creative are you?

1. I haven't a creative bone in my body



5. I'm Frida Kahlo



# What is your definition of creativity?

Spend a minute thinking about and share with your neighbour



**C = a(KIE)**

**Ruth Noller**

$I^n = a(KIEA)$

Min Basadur

**Everyone is creative**

**Creativity can be  
enhanced and learned**

# Core skills according to the WEF

1. Analytical thinking
2. **Creative thinking**
3. Resilience, flexibility and agility
4. Motivation and self-awareness
5. Curiosity and lifelong learning
6. Technological literacy
7. Dependability and attention to detail
8. Empathy and active listening
9. Leadership and social influence
10. Quality control



# Unlocking innovation

The right people (team and stakeholders)

+ a common problem-solving process

+ process skills and tools

+ innovation styles

+ psychologically safe culture

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**= Innovative Results**



# Google's Project Aristotle



## Psychological Safety

Team members feel safe to take risks and be vulnerable in front of each other.

## Dependability

Team members get things done on time and meet Google's high bar for excellence.

## Structure & Clarity

Team members have clear roles, plans and goals.

## Meaning

Work is personally important to team members.

## Impact

Team members think their work matters and creates change.

# Autonomy

# Relatedness

# Competence

**Edward Deci and Richard Ryan**

# How motivated are you in your current role?

**Autonomy:** To what extent do you feel that you have control over how you approach your tasks and responsibilities?

**Relatedness:** How connected do you feel to others in your work environment, both personally and professionally?

**Competence:** How confident do you feel in your ability to successfully accomplish the tasks expected of you?

Scale: **1 = Not at all**, **5 = Completely**

# How do we solve problems?

Get things started, finding new problems, opportunities and possibilities

Define the problem and put fledgling ideas together

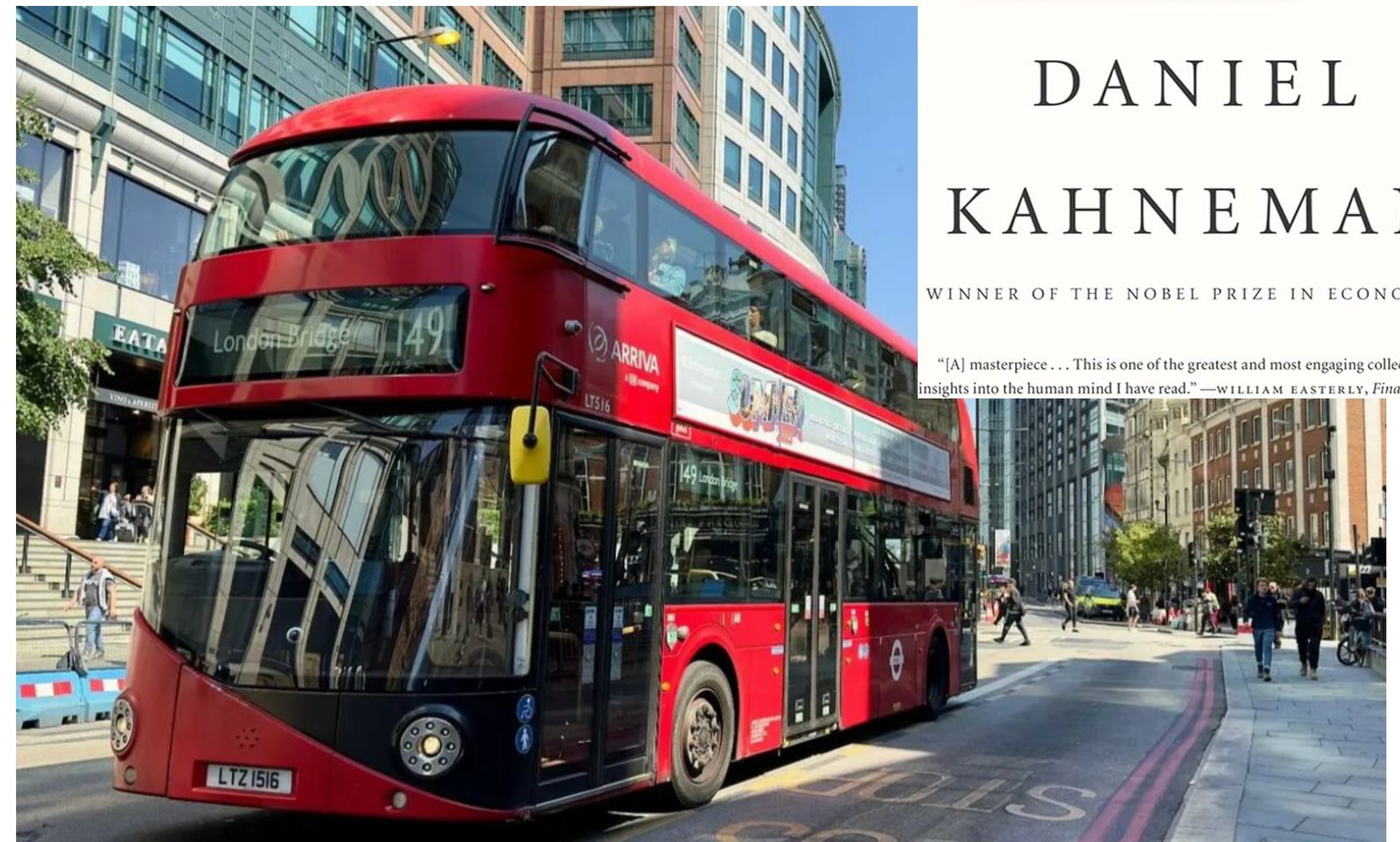
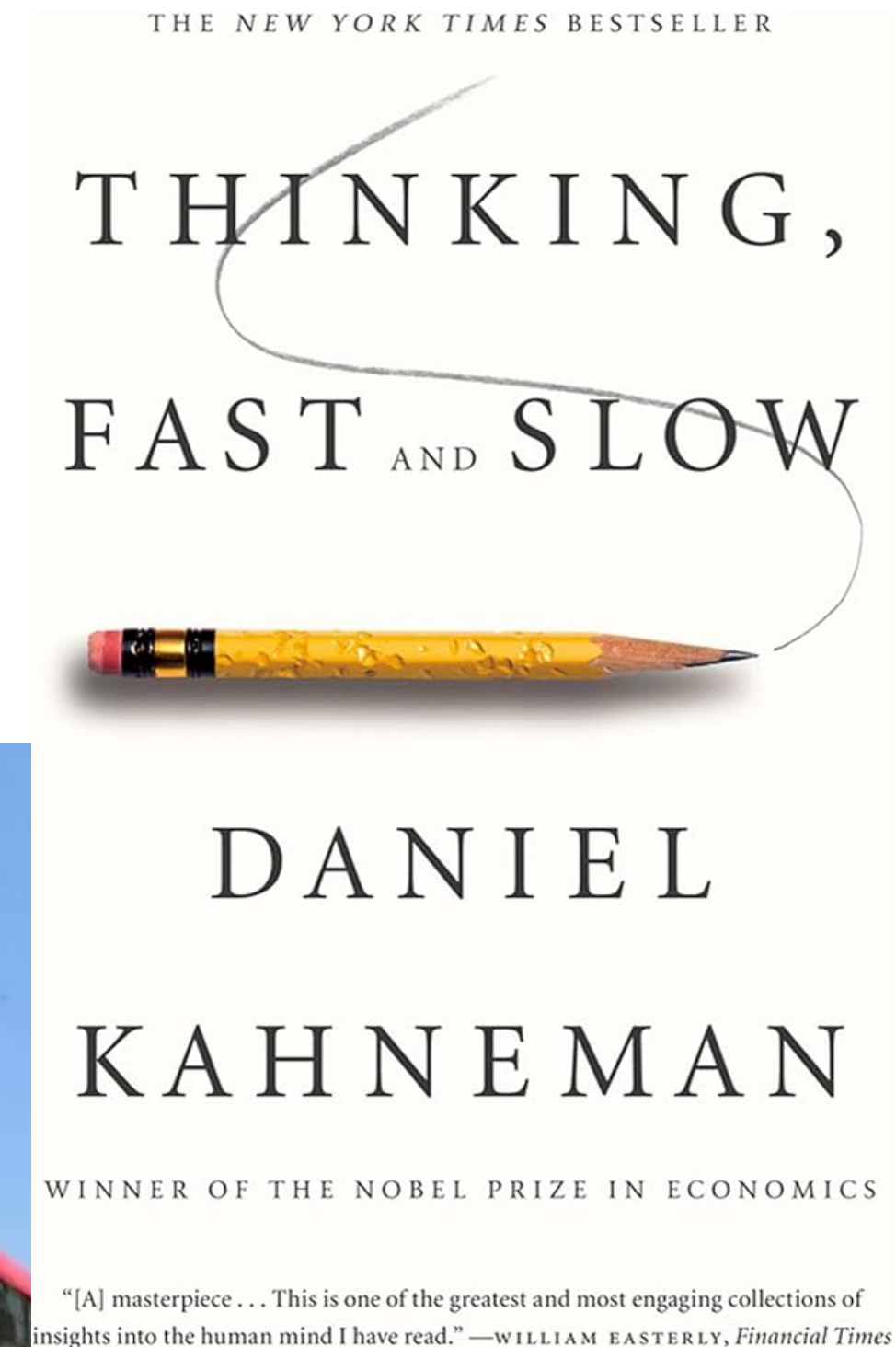
Turn ideas into practical solutions and plans

Get things done

# Think Fast or Slow: What drives your decisions

System 1 is fast, intuitive, and emotional.

System 2 is slower, more deliberative, and more logical.



# Deliberately Creative

**Diverge/Converge happens at every step of problem solving**

**Pose problems as questions**

**Defer or suspend judgement**

**Focus on "Yes, and..."**

**Principles**

**Yes, but** versus **Yes, and**



# Diverge/Converge guidelines

## Diverge guidelines

Defer judgement

Combine and build on ideas

Seek wild ideas

Go for quantity

Don't censor yourself

Be deliberate

Check your objectives

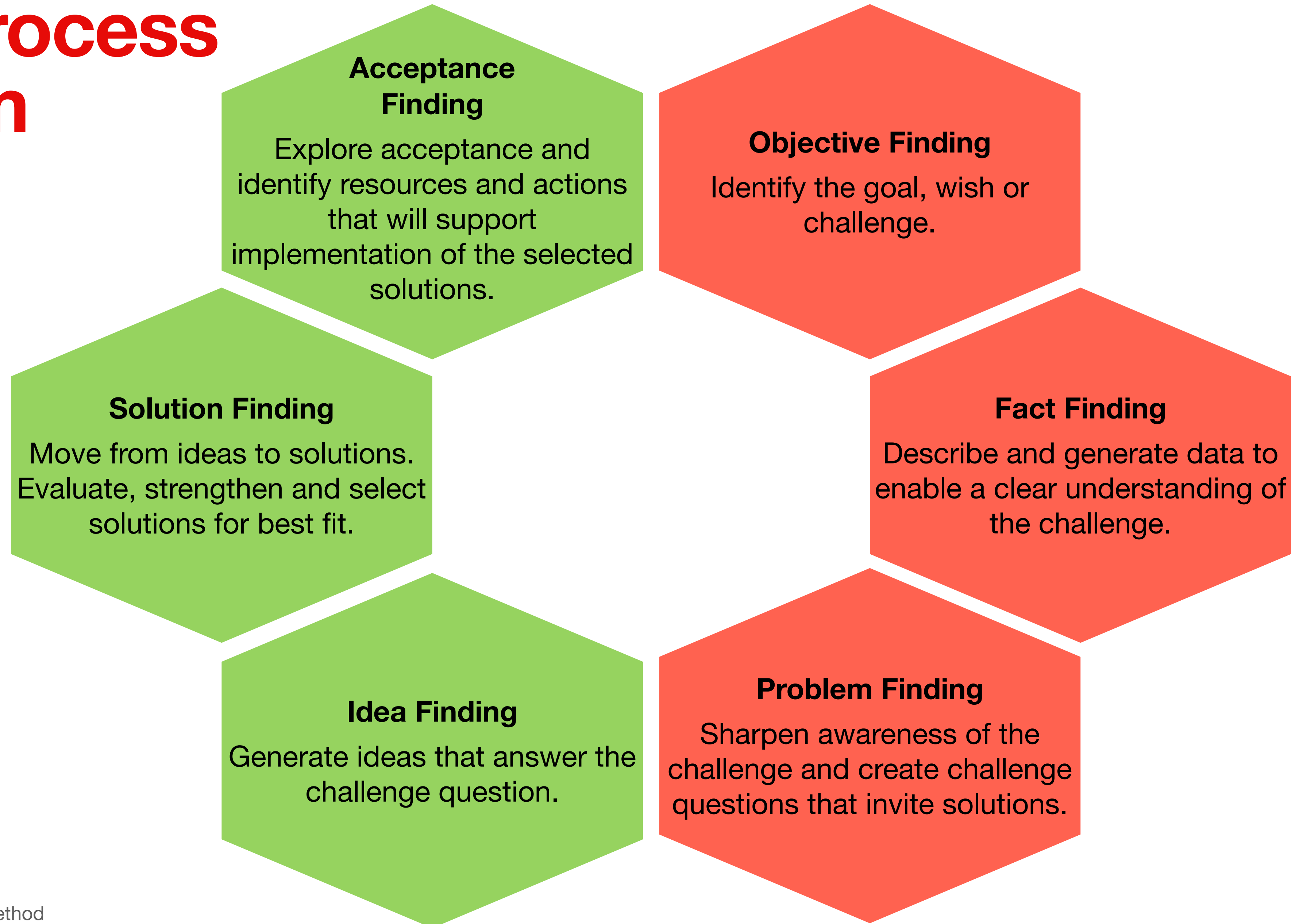
Improve your ideas

Be affirmative

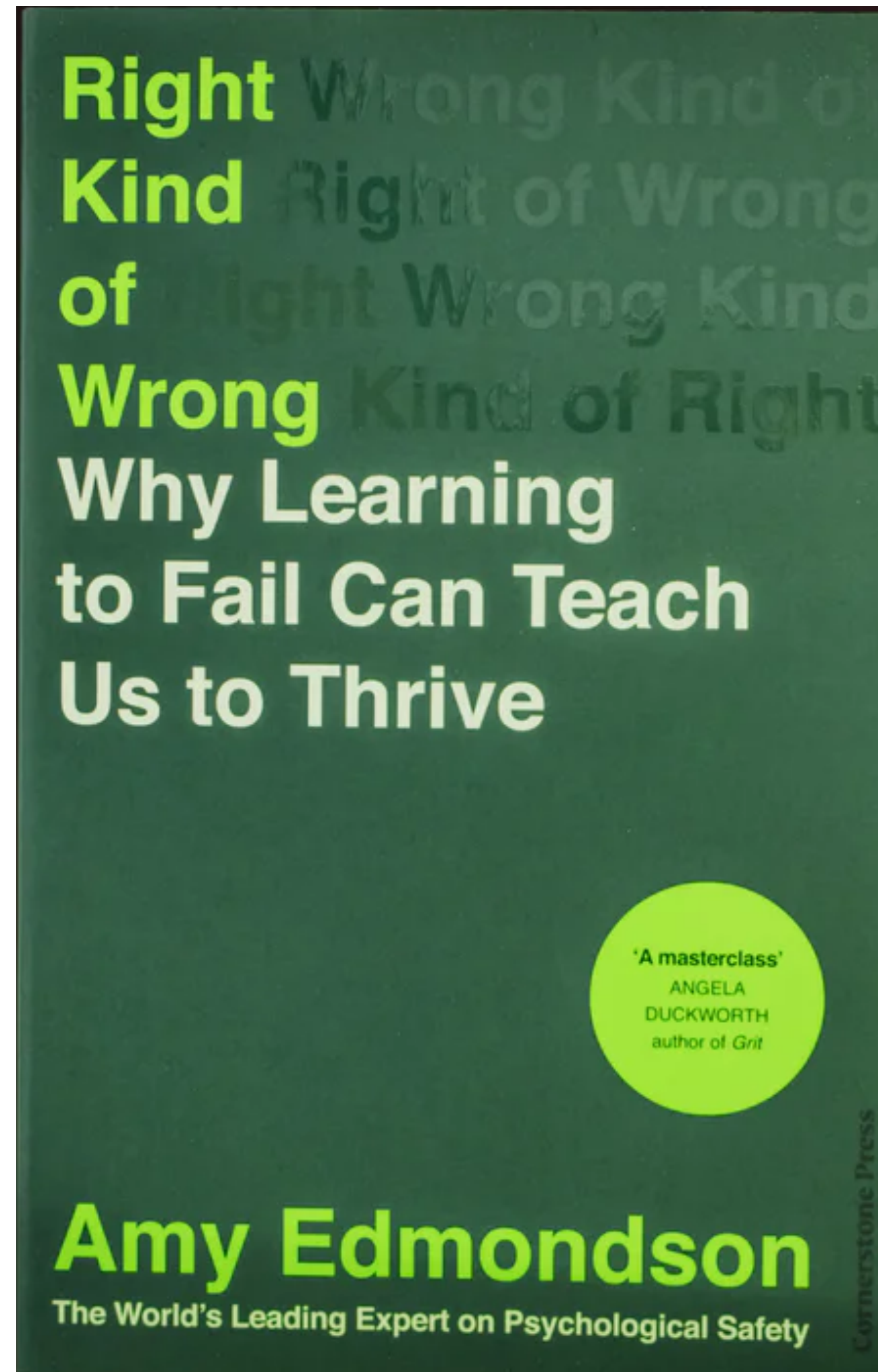
Consider novelty

## Converge guidelines

# Follow a process for problem solving



# Going down the rabbit hole



How are you going to supercharge your creativity?

**Attitude**

**Knowledge**

**Imagination and**

**Evaluation skills**

# Thank you!

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