

# Creativity & Innovation Topics, Exercises, and Methods

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## Topics:

1. Worldview Exploration
2. Traditional Neuroscience (Brain Model Basics/ Older Models: Lt & Rt Brain orthodoxies, fixed brain, sequestered functions)
3. Modern Neuroscience (Brain Model Breakthroughs/ New Models and Theories: Whole Brain thinking, neuroplasticity, broadly adaptable neural processing)
4. Brain Chemistry vs. Mental and Physical Practice (The Causality Debate)
5. Whole Mind Methods (Using whole brain, Divergent Thinking, Convergent Thinking, Disruptive Exercises)
6. Mind vs. Brain Debate Based on Scientific Studies and Implications to Creativity and Mindset.
7. Avoiding Einstellung Effect (Selective Recall)
8. Combining Divergent, Convergent and Disruptive methods for innovation process facilitation
9. Possibility Mindset
10. Purposeful Innovation Network (Helps for career planning, start-up focus, mission, vision, personal growth, inspiration)
11. Characteristics of Creative Individuals
12. Overcoming Obstacles to Creativity and Innovation
13. Sensing Intent of Emerging Opportunity, Problem, or Ideation
14. Understanding Context of Opportunity, Problem, or Ideation
15. Understanding People associated with Opportunity, Problem, or Ideation
16. What is the Mind vs. Mindset?
17. Collective Mind/ Consciousness Research
18. Quantum Mechanical Theories and Research on Mind and Thought
19. Growth Mindset vs. Fixed Mindset
20. Mindfulness Practice
21. Ways to Build Powerful, Positive and Creative Mindset

## Exercises & Methods:

1. Worldview Exploration Game Play
2. Improvisation (Designed to train mind in rapid generation without typical filters and walls)
3. Conscious vs. Unconscious awareness in brain function
4. Alternative Sensory Explorations (Understanding how senses interplay and increased awareness of how we process the information in an associative way)
5. Memory visualization and sensory recall (raise awareness of collective memory information and recall bias)
6. Freehand Drawing Ideation Exercises: (Blank, Visual Stimulation, Visual Primer, Auditory Stimulation)

7. Stream of Consciousness Writing Exercises: (Ideation, Opportunity, Problem, Issue (IPO) identification, stimulated vs. unstimulated)
8. Stuff-you-think-you know Exercise
9. Purposeful Innovation Networking Exercise
10. Team whole mind methods
11. Building Divergent-Convergent-Disruptive Flow Process Exercise
12. Incorporating Visual and Auditory Stimuli (Could test tactile, olfactory and gustatory methods)
13. Divergent Thinking Methods
  - a. Ask-Ask-Ask
  - b. Borrow Brilliance
  - c. Ohno Circle (From Taiichi Ohno)
  - d. KEEP Method (Kennedy Empathy Empowered Path)
  - e. Brain-Storming
  - f. Play "What If?" Scenarios
  - g. Fishbone Diagramming
  - h. Biomimicry
  - i. Parallel Subconscious Processing (PSP)
  - j. Challenge and Idea Meeting Incorporation
14. Convergent Thinking Methods:
  - a. Analytical SWOT (The "SO-WT" analysis with decision making metrics)
  - b. TRIZ Methodology (Helps resolve design need and specification conflicts)
  - c. Process Diagramming
  - d. Decision Matrices, Graphs, and Methods
  - e. Multi-voting
  - f. 6 Thinking Caps Method
  - g. Situational Self Analytical Writing (SISAW)
15. Disruptive Thinking Methods:
  - a. Take 5 (Let Subconscious process work over a break in focused activity)
  - b. Medici Effect (Maximize diversity of viewpoints)
  - c. Sustained Focus Exercise (No multitasking for a period of time)
  - d. Future Thinking (Plan "Behind")
  - e. Mindful Deep Focus Time (MDFT)
  - f. Possibility Mindset Exercise
  - g. Dream logs
  - h. 5 Whys?
  - i. Mindfulness Practice
16. Living Your Personal Legend Exercise
17. Creating Supportive Physical, Mental, and Cultural Environment
18. Building Bridges "Between Worlds"
19. Good Country → Good Company Exercise
20. Where is Brain's Objective Observer (BOBO)? Exercise
21. Growth Mindset Exercises
22. Design Ideation Project
  - a. Sensing Space for Ideation and Innovation
  - b. Understanding Context of Innovation
  - c. Understanding People-Human Experience in Innovation Space
  - d. Creative Team Ideation Poster and Presentation