(re)claiming your creativity

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Today
We will cover...

• **Our brain and humans**… for better and for worse

• **Bonified play time**… tell the folks back home it’s called “serious play” (don’t worry, there is a whole body of literature around it that will keep them busy for weeks)

• **Creative confidence**
The Circles Game – 3 minutes

https://nkilkenny.files.wordpress.com/2013/03/circles.png
The Circles Game

Are the ideas derivative (a basketball, a baseball, a volleyball) or distinct (a planet, a cookie, a happy face)?
The Circles Game

Did anyone “break the rules” and combine two or more (a snowman or a traffic light)? Were the rules explicit, or just assumed?
Here comes bias.
Availability bias
"It would appear, Hopkins, that your gut feel was only indigestion"
Availability bias

**What:** Preference for what can be easily imagined

**So What:** Undervaluing of more novel ideas
Curiosity

cu·ri·os·i·ty

Noun

1. a strong desire to know or learn something
Breaking Bias:
Analogous observations
Breaking Bias: Additional approaches

Diversity of team members
Collaborative work spaces
Traveling to other places and orgs
Connecting with users/customers
Physical movement
Resources for moonshots
Running small learning tests
Telling stories
Improvisational thinking
Reading science fiction
Breaking Bias: Additional approaches

- Diversity of team members
- Telling stories
- Physical movement
- Reading science fiction
- Improvisational thinking
- Resources for moonshots
- Traveling to other places and orgs
- Connecting with users/customers
- Offering and asking for help
- Signaling time for humor and play
- Running small learning tests
Reference articles


Why humor and play?
Yes, but...
Yes, but...

Yes, and...

**Improv phrases:**
- Accept every offer
- Make your partner look good
Yes, and...

Simulation as a creative ideation AND a collaboration technique
Community non-profits session
ANA session
Your turn.

Simulation as a creative ideation AND a collaboration technique
Your turn.

Blindly select:
• A story containing 1 condition and 1 person/persona

Knowingly select:
• 2 technologies/infrastructure supporters

Free passes:
• Smart phone, Alexa, internet access

15 min to create skit of current and future state
6 min to “pair and share” ideas with another team (3 min per team)
If at first an idea is not absurd, then there is no hope for it.

-Albert Einstein
If you want to move knowledge from your head to your heart, it requires your hands.

Creativity is the ultimate integration tool. And the best part is that it’s built in.

-Brene Brown
How to build your creative confidence
Tomorrow

How are you going to play your OWN games with that brain of yours

• Notice your own biases and board room self-edits to:
  • quiet them down
  • intentionally (re)build “muscles“
• Think of people, places and processes to help you:
  • model curiosity
  • signal play & laughter
  • (re)claim YOUR creativity
Appendix
The ancient Greeks had two words for time:

kronos and kyros.
Ideas

Design for kronos and kyros time

**Kronos** is the chronological or sequential time. Think about time that is planned for and scheduled.

In this example, the workgroup format in the Hackathon session allowed a structured opportunity for people from different organizations to meet and learn something new together, teams connected and some exchanged contact information. Another example are presentations and learning tracks that reveal common areas of interest based on a participants attendance.
**Ideas**

**Design for kronos and kyros time**

*Kyros* signifies a proper or opportune time for action. Think, happy collisions. You can’t force it to happen but you can create conditions for serendipity.

In this example, the Aspen Labs team was in front of the bookstore speaking with Bonnie when the FHIL team left the panel presentation. This resulted in an introduction from Bonnie between the 2 groups and a 45 minute conversation that revealed interconnections and common interests. Plans have already been made for future exchanges. A common area space to linger near the main flow allowed for the opportune time to meet.
Intentionally design space, content and flow for both of these experiences.
Intentionally design space, content and flow for both of these experiences

[Link: https://todayscatholic.org/red-mass-draws-attorneys-judges-and-officials/]

Kairos signifies a proper or opportune time for action. Think about it as happy collisions.

Design for kronos and kyros time
Ideas
Take 2 pieces of blank paper. Take 8 min to draw and 5 min to share.

One page: draw images of a time you felt happy and playful at work

Another page: draw images of what your best team experience looked like

You’ll be sharing this with a partner at your table.
Fear of failure

Types of Failure
Amy C Edmondson
(Harvard Business Review, April 2011)

Blameworthy Failure
- Deviance: Violating prescribed processes.
- Inattention: Careless deviation from process.
- Inability: Lack of skills, training, competence.
- Process Inadequacy: Prescribed process is faulty.
- Task Challenge: Task is too hard to execute reliably.
- Process Complexity: Process breaks down due to complexity.
- Uncertainty: Reasonable choices lead to failure due to unforeseeable events.

Praiseworthy Failure
- Hypothesis Testing: Experiment designed to test an idea leads to unwanted results.
- Exploratory Testing: Experiment designed to uncover new knowledge leads to unwanted results.
adult mind
vs child mind
Why play??

what is play?

play (noun).
freedom of movement within a given space

It is developmental and cathartic.
"It is essential for helping children reach important social, emotional, and cognitive developmental milestones as well as helping them manage stress and become resilient"
- The American Academy of Pediatrics (AAP)

It is a natural and learned schematization of life.
"A primitive and paradoxical communication, schematic expression, and a succession of disequilibrium bipolar state, with their own rules, sequences and climaxes" - Brian Sutton Smith, PhD

It is a quality of mind.
"Play and work are words used to describe the same activity under different circumstances" - Mark Twain

With Permission, Barry Kudrowitz
Kairos signifies a proper or opportune time for action. Think about it as happy collisions.

Intentionally design space, content and flow for both of these experiences.

Photo Credit: https://todayscatholic.org/red-mass-draws-attorneys-judges-and-officials/
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Intentionally design space, content and flow for both of these experiences
• Slide on passion or resilience

• Why you need to celebrate successes for yourself and your team (progress principal – Amabile’s research)

• Microclimate research – buffer from the org
In Production: 17 months in new market
Before

After

© Christi Zuber 2017 // Aspen Labs
Angela Donlevy, woke up with the idea in her mind after dreaming about grey frames.

Why all the frames were grey?

https://www.youtube.com/watch?v=G6gn1CawauU
Pimp My Zimmer: Elderly residents at an Essex carehome look super fly

Jen Mills  Friday 2 Dec 2016 10:47 pm

Betty and Olive show us how it’s done (Picture: SWNS)

Zimmer frames might have a grey and boring stereotype, but a group of pensioners from Essex are proving that they can be anything but.

Residents at a carehome have started a craze, after revamping their walking frames with different colours and patterns.

Some of them are wrapped in patterned wallpaper, while others have British Legion poppies pinned all over them, or tinsel (well, it is Christmas after all).

Many of them have colourful foam bumpers to cushion the impact if they hit something accidentally.

We absolutely love them – but the sparkly new zimmers aren’t only to look good.
http://www.boltonft.nhs.uk/2017/05/pimp-my-zimmer-pilot-programme-is-a-huge-success/
Pimp My Zimmer goes global...

Tuesday, 12 December 2017

We're very excited that our 'Pimp My Zimmer' project has featured on the BBC World Radio Service - and has been listened to by 1.1 million people across the globe...

You can listen to what was aired by going to the BBC website (opens in new window)

The 'Pimp My Zimmer' project (aka 'Shimmer My Zimmer') involves local schoolchildren decorating zimmer frames for care home residents.

The project aims to reduce falls as people with dementia can find it hard to recognise their grey-coloured frames. One care home claims the project has reduced falls by up to 60%.

Keep an eye on our Facebook page this week for a video featuring the Christmas-themed version of the project - 'Dec My Zimmer'...