



Creativity	Innovation
Creativity is about unleashing the potential of the mind to conceive new ideas. Those concepts could manifest themselves in any number of ways, but most often, they become something we can see, hear, smell, touch, or taste. However, creative ideas can also be thought experiments within the mind.	Innovation is about introducing change into relatively stable systems. It's also concerned with the work required to make an idea viable. By identifying an unmet need, an organization can use innovation to apply its creative resources to design an appropriate solution and reap a return on its investment.
The "Aha! moment"; flashes of insight.	A process, like design thinking.
Coming up with an idea.	Capitalizing on an idea.
Spending money to generate ideas.	Spending ideas to generate money.

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### 3 Networks of Creativity

**Executive center**  
(Pre-frontal Cortex + Positive Parietal)  
focused attention

**Imagination**  
(Medial Temporal + Post Cingulate)  
musing/daydreaming

**Salience**  
(Anterior Insula + Anterior Cingulate)  
toggles between concentration and monitoring your environment



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1. Leverage strengths
2. Match role/tasks
3. Work with the brain  
Environment  
Time
4. Nature/Water
5. Brain games
6. Micro dosing?



**KEY FINDINGS**

Corporate strategists talk the talk but don't walk the walk.

84.9% said innovation is very important, but 78% of respondents focus on incremental changes.

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High performing companies are more likely to be first movers.

35% of high-performing respondents were first movers and 2x as likely to be risk-seeking.

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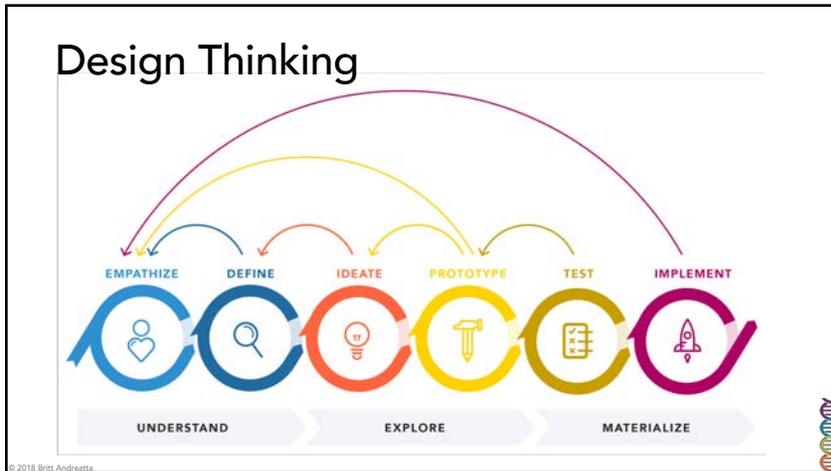


Corporate innovation is slow.

60% of companies said it takes a year or longer to create new products. Corporate propensity for building over partnering or buying slows down innovation.

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### 5 Strategies for Increasing Innovation

- Invest in breakthrough + incremental
- Have a clear process
- Expand sources
- Focus on execution
- Create right climate + culture

### Climate + Culture

Climate = the actions, channels and tools to support new idea development within an organization

Culture = when these resources and resulting actions become a daily part of the organization a "culture" of innovation can said to be in place

*"Psychological safety is a sense of confidence that the team will not embarrass, reject or punish someone for speaking up with ideas, questions, concerns or mistakes. It is a shared belief that the team is safe for interpersonal risk-taking."*

AMY EDMONDSON, Professor  
Harvard Business School