

# How to unleash your creative potential? - Tom Kelley



**Creativity World Forum – Kortrijk – 20141106**

Summary made by [creashock.be](http://creashock.be)

## Summary: The Creativity Gap

Unlocking creative potential is seen as key to economic and societal growth

But globally less than half describe themselves as creative

Only 1 in 4 people feel that they are living up to their creative potential

Workplace Creativity Gap: There is increasing pressure to be productive rather than creative at work

People spend only 25% of their time at work creating

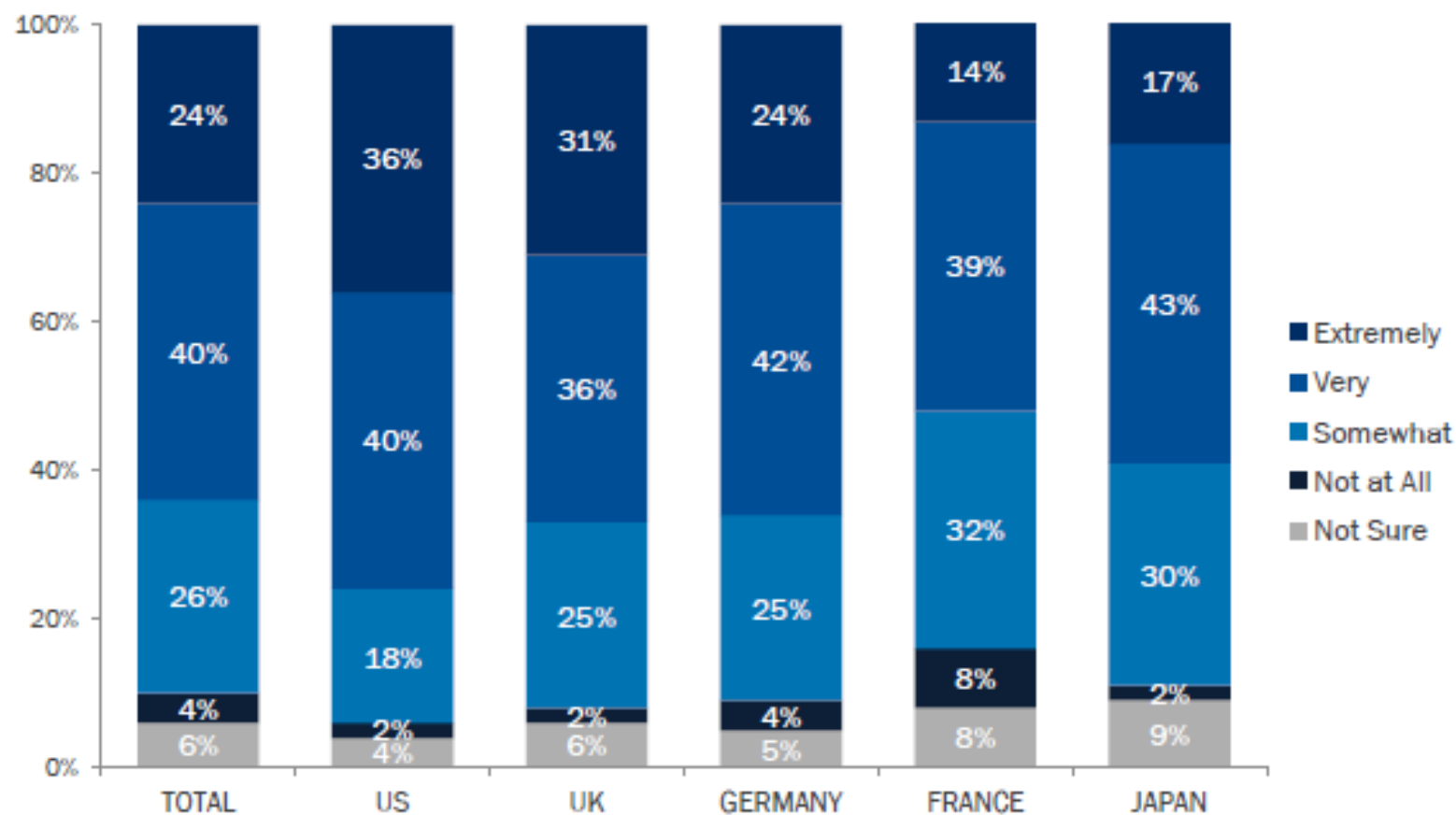
Globally, Japan is regarded the most creative country, except by the Japanese

Universal concern that educational system is stifling creativity

Americans express strongest concern that they're NOT living up to their creative potential

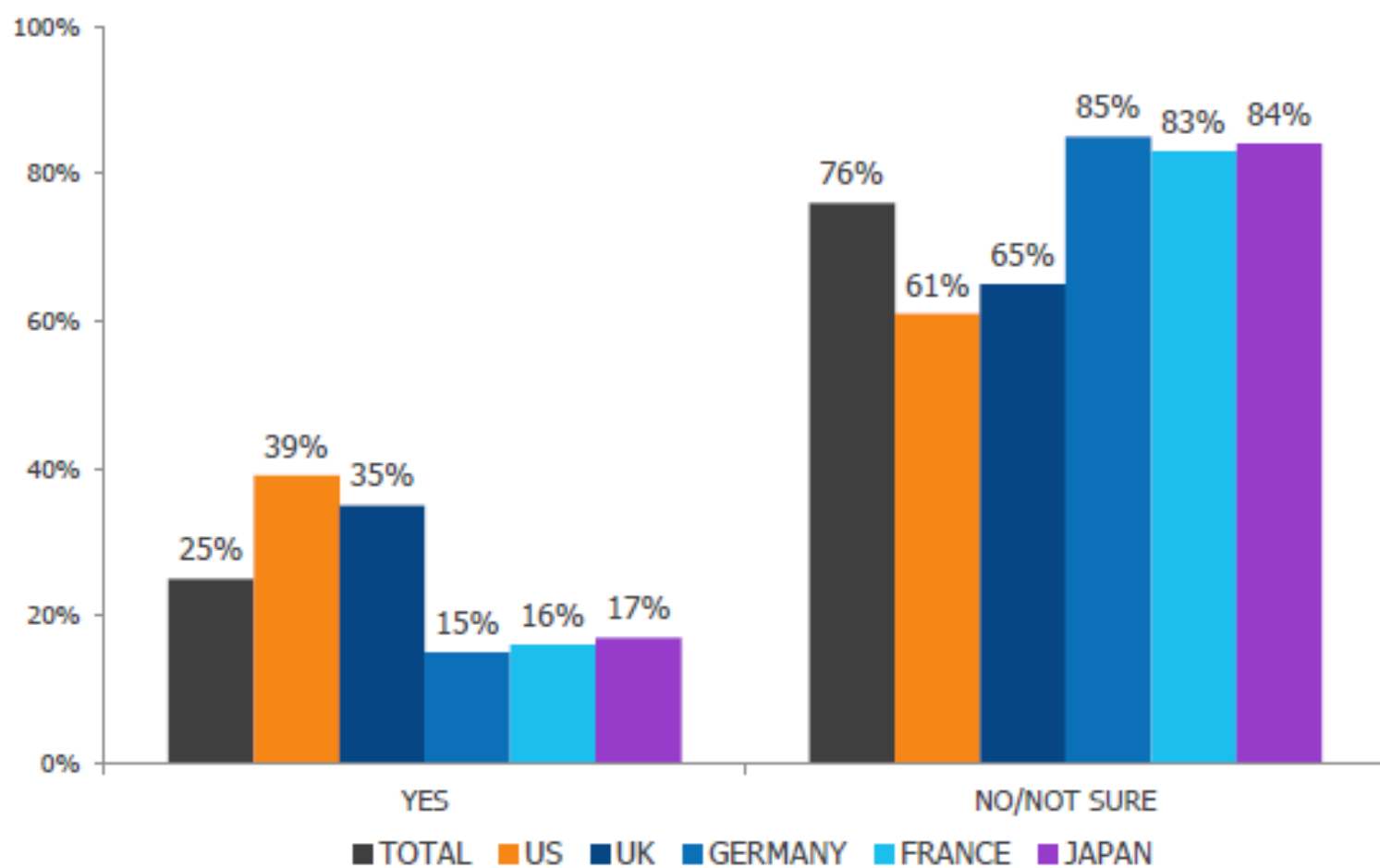
Americans believe the US is the most creative

# Nearly two-thirds feel that being creative is valuable to society (US: Highest 76%)



Q. How valuable is being creative to society?

# The Creativity Gap: Only 1 in 4 people feel that they are living up to their creative potential



Q. Do you feel that you are living up to your potential to create?

In a world of constraint we leave 75% of the potential of our people on the table!

Shame on us!

Organizations which can unleash the creative  
potential of their people ...

... can wish the competition good luck!

# The Courage to act



- It's a natural human ability of being possible to come up with an idea
- Is not only about having ideas but about having the courage to share your ideas and let them hear their voice.
- It's often about the courage to act!
- How many people raise their hand in a meeting? Not many. Because if you raise my hand, you might be in trouble.
- It's about raising your hand without knowing yourself if it 's a good idea

# Example of Jill

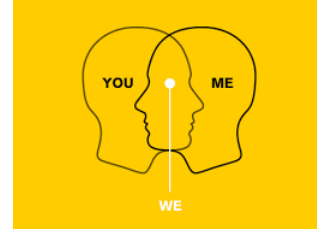


- Jill makes beautiful cakes
- Jill says: 'I am not creative, I am just following the recipee'
- Jill started to share pictures of her cakes on Pinterest
- At a certain moment, she has 1000 followers
- She look at Pinata (papier machier + candy).
- Jill starts to make pinada cookies and puts them on Pinterest
- She has now 2 million followers
- Now Jill says: I am creative in this way, I am not creative in recipees. I am a curator of interesting ideas => Jill changed her mindset
- The process of change of Jill is available to everyone



# How to change your mindset?

1. Always start with empathy



2. Think like a traveler



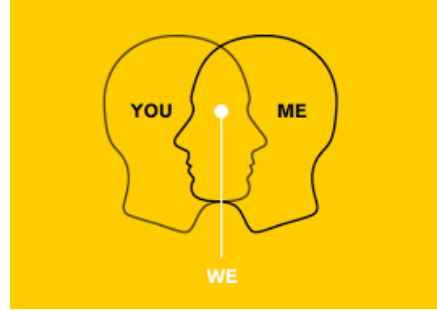
3. Treat life as an experiment



4. Tell stories



# Start with empathy

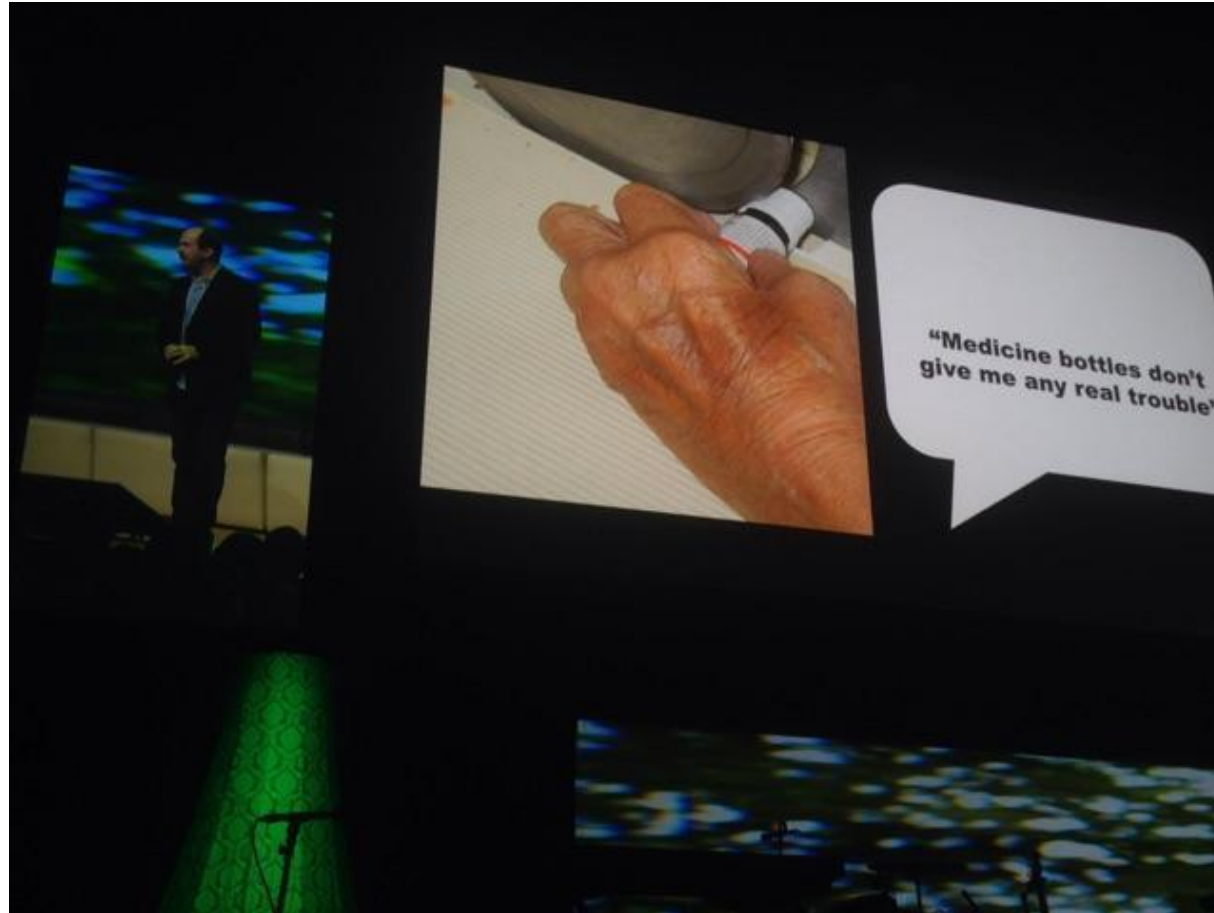


- Our inspiration comes from everywhere
- Observe to understand more deeply
- There are secrets hidden. You have to go beyond the obvious
- Big insights rarely happen at your desk

# A grandma in Germany and her medicine bottle

- An older women needs to take her prescription pills.
- To see whether everything is OK, companies often perform some questionnaires or market research
- Ideo went to the house of the person and asked a couple of questions:
  - Are you facing any problems to open your medicine bottle?  
=> No, I don't have a problem to open it (this is where the usual research stops but Ideo continued)
  - Can you show us how you open it?  
=> sure, follow me to the kitchen
  - There it appears she opens it with a bread-slicer!

Medicine bottles don't give me any trouble



# The story of Doug Dietz – General Electric

- Doug Dietz is a designer of medical scanner
- He is proud to see a new scanner he designed operating in the hospital
- He is very excited to experience his new product
- He suddenly sees parents with a 7 year old child weeping because she needs to have a scan.
- Then he puts himself at the angle of the kid and realizes at that particular moment how scaring this environment must be for that girl
- He starts redesigning the place together with kids
- The parents are transferring their stress to the kid, so that's why he designs a smell of Pinacolada around the place
- It becomes an adventure instead of a nightmare
- Doug transforms himself – he changed his mindset
- Hear Doug yourself: <https://www.youtube.com/watch?v=jajduxPD6H4>

# How it was – the observation – how it became



# Think like a traveler



- When you are traveling, your brain is at high alert
  - You look how people eat, take the bus, park a car, book a hotel, ...
  - A girl goes to Tokio and sees a girls with shoes which don't match
  - Her thinking:
    - It is always a hassle to find two matching socks
    - Why not have mismatching socks?
    - Maybe there is a business here ...
  - Normally people say: this is a stupid idea. Let's go back to business
  - Now it became a business: LittleMissMatched
- <http://littlemissmatched.com/t/category/girls-socks-clothing-accessories-sale>
- Look at your end customer and go back step by step



THINK OUTSIDE THE SOCKS. DRESS BEYOND THE BOX. TWIST CIRCLES & STRIPES. MIX ORANGE & BLUE. BE BOLD. LET YOU BE YOU.



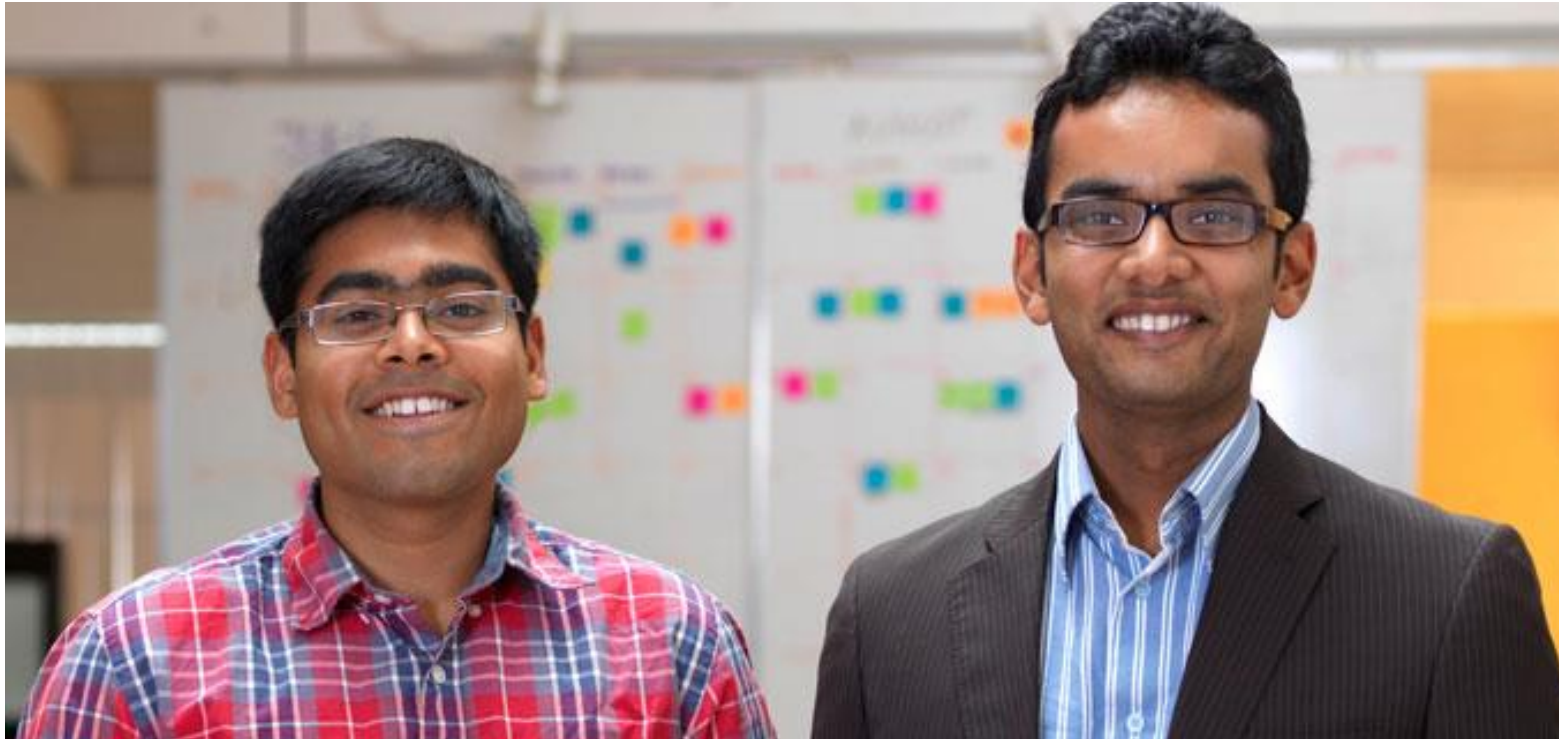
# Treat life as an experiment

- Perform a lot of experiments
- Zero cost prototypes (out of a trashcan)
- Who could not make this type of prototype?
- Lower the bar how to sell an idea in your company (from 2 sides)
- The culture should be: clearly not perfect, but it's a start
- The art of squinting (close your eyes half way)
- Look at the raw shape, dark and white image. If you can look past the ugly elements, ... and you see something in it => give the person the opportunity => more idea flow in your company





# The story of Ankit Gupta and Akshay Kothari



<http://engineering.stanford.edu/research-profile/pulse-founders-exemplify-silicon-valley-startup-culture>

# Their business plan in Stanford university

- They need to make a business plan in 10 weeks
- They need to have customers in week 5!
- So you'd better pick a simple idea
- They go 10 hours per day into a café where people are reading the news
- They start with an ugly prototype of Pulse
- They make 100 SW changes a day
- They watch how people are pressing the button
- After 5 weeks, they have customers
- Steve Jobs sold their idea in a conference: how great is that for students?
- They are acquired by LinkedIn for 90 million USD

# Tell stories



- Leverage the power of storytelling
- Get it in a story
- Good urban myths can be told in 60 seconds
- It needs to be authentic
- SUCCES factors Dan & Chip Heath
- The story of the dog Hachiko: <http://en.wikipedia.org/wiki/Hachik%C5%8D>
- Though his owner died, he came everyday to the same place
- The dog got a statue
- It is not about the dog, it's about loyalty and faithfulness
- What of your data can be wrapped into a story?

‘Meet you at the Hachiko!’

# Quotes



- Innovation needs to be part of life
- The real reason of success is in the amount of experiments that can be crowded into 24 hours – Edison
- 'Budget is how corporations express love'
- People don't mean to lie but they are going to lie
- We don't have to teach creativity, we just have to unlock it
- If you don't work in the creative team, you must be part of the non-creative team
- Big insights seldom happen at your desk

Watch Tom Kelley at Tedx Tokio

[https://www.youtube.com/watch?v=zWfj\\_LfgrfY](https://www.youtube.com/watch?v=zWfj_LfgrfY)



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