



GENIUS

fresh ideas for nebraska's business owners who must out-think competitors

Every child and person can be a genius. Research proves it. Consider Ludwig Van Beethoven who was deaf. Consider Helen Keller who was blind. These people were beyond the margin of even being considered material to be creative geniuses.

What do they have in common?

Strong character.

Somebody loving and believing in them.

Intelligence is diverse, dynamic and distinct.

Dancers have to move to think. But a teacher would have her "calm down."

Practice Human Ecology

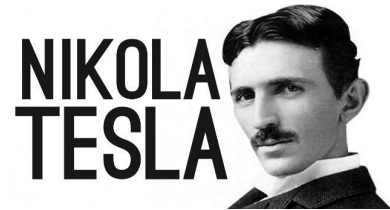
Schools have "strip-mined" our brains.

"Talent hits a target no one else can hit; genius hits a target no one else can see."

Inspiration is only the beginning. Then comes the hard work.

A genius is someone who sees things in the world that others do not and then has the fortitude to take that insight and share it with the world.

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Geniuses are people who push themselves to their maximum level and pioneer any kind of breakthrough based on that commitment.

A genius is someone who can take a most difficult thing and make it understandable or something you can feel a part of even though you don't necessarily understand it.

A genius is not only answering questions, but also asking questions no one else has even thought to ask.

How to identify a genius: openness to new ideas and breadth of interests

Fully disjunctional reasoning is reasoning that considers all possibilities.

Mastering something with 10,000 hours of practice is not enough; there has to be originality and novelty to qualify as a genius.

The most important skill in the 21st century is creativity.

1. Creative Geniuses are *open to new experiences*. On an individual level, psychologists have identified "openness to experience" as the single most important trait of exceptionally creative people. Creative geniuses make a conscious effort to introduce change into their lives. They often put themselves in situations in which they're more likely to experience the unexpected.

2. Creative Geniuses have a *high tolerance for uncertainty*. Many of us cringe at the thought of the unknown and fear being out of control. Creative geniuses, on the other hand, have a high tolerance for uncertainty. Picasso was once asked if he knew what a painting was going to look like

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when he started it. He answered, “No, of course not. If I knew, I wouldn’t bother doing it.” In general, creative geniuses tend to care less about the destination and more about the journey.

3. Creative Geniuses practice diffused attention. Most exceptional creators are working on multiple projects at a time. They’re often restless and have a variety of outside interests. Psychologists refer to this as “diffused attention”, or defocused. While periods of intense concentration are useful for balancing checkbooks and taking exams, creative breakthroughs are most likely to occur when we’re *in a state of diffused attention*.

4. Creative Geniuses don’t care much about what other people think. Another trait common to creative geniuses is their utter and complete lack of self-consciousness. They simply don’t care what others think of them. Take Socrates’ nose, for example. Or Einstein’s hair. However, what they lack in self-consciousness, they tend to make up for in self-awareness. Creative geniuses are constantly reflecting on what they’re doing at any given moment and they’re always listening to themselves.

5. Creative Geniuses are more sensitive than most. The old stereotype of the sensitive artist is true. Creative geniuses are physiologically more sensitive to stimuli. In experiments, they consistently rate various stimuli (electric shocks and loud noises, for example) more intensely than less creative people. This could also explain why creative people periodically retreat

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from the world.

OPTIMISM: Creative geniuses challenge themselves with, “Why not?” It seems that optimism plays an essential role in creativity for all of us. For example, one recent study found that optimistic employees are more creative than pessimistic ones.

7. Creative Geniuses are motivated by something other than personal gain. Contrary to many great artists of today seeking fame, success, or money, creative geniuses aren’t motivated by personal gain. They’re not doing it for themselves. At least, not only for themselves. Creative geniuses create in order to further their beliefs. They create with the distinct goal of making the world a better place and transforming it through the power of their creativity.

8. **Creative Geniuses have cognitive flexibility.** Cognitive flexibility is defined as the ability to see the world with new eyes. Creative geniuses view obstacles as opportunities. They possess this capacity to transform random events, even mistakes, into a chance to veer in an entirely new and unexpected direction. In other words, creative geniuses are able to switch tracks with ease. They value the process above all else, so they embrace a new challenge with, “Why?”

9. **Creative Geniuses are active.** Darwin’s theory of evolution came together while he was riding in the back of a carriage. Mark Twain was notorious for pacing his study. Mozart always traveled with scraps of paper tucked in-

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to his side pocket. Creativity requires kinetic energy and motion primes creative thinking. Creative geniuses understand this and make sure to stay active. They may not get anywhere physically, but such consistent movement allows them to travel far in their minds. As the saying goes, “I have never heard of anyone stumbling upon something while sitting down.”

10. Creative Geniuses view themselves as outsiders. They may be part of a group, but they never quite feel as though they fit in. They are simultaneously accepted and shunned. Though not a comfortable position, it's the perfect configuration for creative genius, as all genuinely creative ideas are initially met with rejection. Researchers at John Hopkins University found that rejection boosts creativity most markedly in individuals who consider themselves to be “independent minded”. That is, those who stand apart from the world and rejoice in their Otherness. Creative geniuses are always marginalized to one degree or another. Which makes sense since someone wholly invested in the status quo is unlikely to disrupt it.

Creative geniuses crave chaos. Einstein had a chaotic love life. Mozart had a chaotic desk. Chaos is an essential ingredient to creativity.

Creative geniuses make more mistakes than the rest of us, because they try more things. They see setbacks and failure as stepping-stones.

Creative geniuses view themselves as Outsiders. They are both accepted

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and shunned. They are both enlivened and frustrated by rejection; it underscores their feeling of being marginalized.

“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.”

“Creativity, of course, cannot be distilled into a single mental process, and it cannot be captured in a snapshot—nor can people produce a creative insight or thought on demand,”

“You cannot force creativity to happen—every creative person can attest to that,” writes Andreasen. “But the essence of creativity is making connections and solving puzzles.”

Creative people like to teach themselves rather than be taught by others.

Think of all the creative geniuses who were high school drop-outs—Bill Gates, Steve Jobs, Mark Zuckerberg. Andreasen found that her subjects were autodidacts—they preferred figuring things out independently, rather than being spoon-fed information.

“Because their thinking is different, my subjects often express the idea that standard ways of learning and teaching are not always helpful and may even be distracting, and that they prefer to learn on their own,”

Creative people persist against skepticism and rejection.

When you’re coming up with new unheard-of ideas, you’re pushing against

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the status quo. Rejection and skepticism are inevitable. It's what you do in the face of those reactions that matters most.

Andreasen found that creative geniuses are resilient when presented with such skepticism. "They have to confront doubt and rejection," she writes. "And yet they have to persist in spite of that, because they believe strongly in the value of what they do."

What this persistence might breed, however, is psychic pain, says Andreasen, which can manifest as depression or anxiety.

Creative geniuses have crappy ideas too.

Creative people have lots of ideas, but that doesn't mean all of them are worth pursuing. "Part of what comes with seeing connections no one else sees is that not all these connections actually exist," writes Andreasen. Still, a willingness to go after those ideas—to try them out, to resist the skepticism of others around you in order to find out if they are great, is essential.

As one of Andreasen's subjects, a scientist, told her: "Part of creativity is picking the little bubbles that come up to your conscious mind, and picking which one to let grow and which one to give access to more of your mind . . . then have that translate into action."

Creative Intelligence.

At its core, creativity is all about knowing what is meaningful to people. Successful mining of meaningful knowledge reveals important patterns and shows you possible paths to the new. Recognizing the important 'dots' and connecting them in different ways is what entrepreneurialism is about. For

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example, by connecting the dots of ‘cheap’, ‘shoes’ and ‘social media’, you get Zappos. Connect ‘looking for friends’, ‘sharing’ and ‘social media’ and you get Facebook. Connect the dots of ‘cars’, ‘sharing values’, ‘cheap’ and ‘social media’ and you get ZipCar.

Another creative competency is ‘framing’. What are some different kinds of framing that affect our creativity?

A frame basically means how you interpret the world and make sense of it. We construct a frame for a given scenario by applying meaning and understanding to what we see. This is a powerful tool for innovation, because understanding how we frame things also enables us to re-frame that narrative, or to change how we see and interpret something. This ability lies at the very core of creativity.

Instead of brainstorming, form ‘magic circles’. These are environments where two or three smart people who trust each other can come together and ‘play’ at connecting disparate dots of knowledge in an open-ended kind of game. Look at the innovations that have changed our lives: Google, Facebook, Match.com; ZipCar, Amazon, 3M’s Post-Its—even jazz and rock & roll. In each case, there was a small group of people working together in a ‘playground’ setting—a magic circle. That circle can be in a lab, a school, a conference room—anywhere that you can have space, time and permission to improvise. This is the type of setting we need for innovation in an era of constant, cascading change.

Recently we have seen a return to homegrown manufacturing, or a ‘maker economy’. Consider the implications for the global economy...

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The revival of a 'Making Culture' is of enormous consequence. For a generation, we have outsourced making to Asia; but now, we are bringing it home. Lower-cost making technologies, such as 3-D printing, crowd-funding social media organizations such as Kickstarter, and a switch in values are combining to mark a shift from globalization to localization. If you think about it, Kickstarter is the most important change in capitalism in 100 years: it makes us all investors, consumers, makers and patrons at the same time. In short, it socializes capitalism again.

What are 'wanderers', and how can they help leverage creative solutions?

The skills involved in creating are not the same as those of scaling. Wanderers are people on the 'outside' who can curate new ideas, decide what has the best chance to be successful, and provide financing or connections to make it happen. In art, there is the gallery owner; in music, the producer; in sports, the coach.

Businesses need to identify and empower wanderers. In its heyday, Hewlett-Packard was great at this. Managers gave their employees the freedom to play, to mine knowledge from sources that interested them and to frame ideas however they wanted. But just as important, HP also provided a network of 'wandering' general managers who moved from lab to lab, screening inventions and deciding where to invest. These wanderers helped lift new ideas off the drawing board and transform them into reality. The open, collaborative culture we associate with Silicon Valley companies from Google to Facebook was modeled in large part on HP. Of course, crowd-funding sites like Kickstarter and Kiva make wanderers out of all of us.

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And so when I broke down what creativity is and its basic core...at its very nature...creativity is problem solving. That's all it is and if you think about it in that context that means every single one of you are creative. All of us are creative because every single day we solve problems.

But this is a pretty broad term, it's a pretty broad definition. That means everyone in the world is creative and as we learned from The Incredibles, if everyone's super, nobody is, right? So, if everyone's creative then nobody is. So, at this definition there has to be more to it and there is. There are qualifications to what creativity is. Creativity is problem solving but there are two key characteristics: relevance and novelty. Creativity is problem solving with relevance, originality and novelty. Relevance is the degree by which a problem is actually solved because lots of us could solve problems, we think we're solving them but they're not actually solved.

So, therefore it can't be creative if it's not actually solving the problem. But then novelty is really that degree of uniqueness or originality that that solution possess and that's our varying degree, isn't it? In most cases a problem is either solved or it isn't. It's an A B test. It's either solved or it isn't. So, relevance becomes whether or not you can check that off. The degree of differentiation is your novelty scale. That's where the subjectivity and creativity comes from. That's how you can look at one person and say that person is really creative and that person maybe isn't as creative.

That's your subjectivity, it's in this context of novelty. It's how we define anything that's creative. When we see novelty. When we see something that

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we weren't expecting. When we see something that was solved differently and we go, oh man, that was so creative. That's our subjectivity. So, there is a very significant byproduct to this definition of creativity. If creativity is problem solving with relevance and novelty, then the byproduct of that is that second misconception that I have about what creativity was and I had always believed and I think all of us have always believed that creativity is a talent.

That some people have it and some people don't. They're born with it, they come from creative families, whatever the case is, it is something inherent to who they are as a human. It's a talent but if that's the real definition of what creativity is then creativity isn't a talent. That means it's a skill and any skill that you can undertake, the byproduct to it being a skill, is that you can get better at it. And we've never really thought of creativity as being something that we can get better at.

Truly novel solutions are hardly ever discovered purposely. If our searched-for solution is outside our familiar reference point - which is shaped by belief, culture and biases – the conscious mind will likely never find it. A deliberate approach can search the whole box, but not outside of it.

The A-HA epiphany is a fast forward in self actualization.

The breakthrough solution requires a shift in perspective. That's when you have the potential to give birth to a panoramic moment, a perception or experience that is forceful and transformative. You need to prepare your mind to receive leaps of wisdom. Here's how:

Power down the frontal cortex through meditation, toggle into the non-deliberate thinking mode.

Exercise hard for 35 minutes to experience both focus and detachment.

Travel to experience novelty and, in a way, become different people.

Experience art...look and listen to new ideas...allow yourself to be inspired by the stories of others...

Contemplate a riddle that can't be solved through intellectual reasoning. Approach it calmly and be prepared to deal with it for years before understanding it.

Sustain the slow hunch. The idea is to let information and the connection between them linger in the mind. Assemble new connections, let them gain strength.

Take lots of notes, constantly reread them, see new connections and meanings. Create a bridge between the current moment and past recollections and impressions.

Steve Jobs didn't believe in market research. When a reporter once asked him how much research he conducted to develop the iPad, he quipped, "None. It isn't the consumers' job to know what they want." And according to some measures, the iPad became the most successful consumer product launch ever and Apple went on to become the most valuable company of all-time.

Marketers are living a delusion that the conscious mind, the self-chatter in their heads and the so-called "verbatim" in surveys and focus groups, are

the guiding forces of action. They are talking to themselves, not to the deeper desires of people, rationalizing the need for the wrong tools aimed at the wrong target, and the wrong mind. They have hamstrung an industry based upon backwards thinking by encouraging concepts that beat the research testing system, rather than move people in the real world. Not surprisingly, there is a sea of sameness and mediocrity and merely 2 out of 10 products launched in the U.S. succeed. The truth is the unconscious mind, the seat of our motivations, communicates in feelings, not words.

a behavioral change therapist specializing in unconscious behaviorism, helping people change their lives for the better, the same things they seek in brands. I reverse-engineered what I learned, starting with the things that were proven to yield real results in real people. I created a seven-step process to behavior change, one that I have been applying to ad strategies with remarkable success ever since.

These are the seven steps: 1) Interrupt the Pattern, 2) Create Comfort, 3) Lead the Imagination, 4) Shift the Feeling, 5) Satisfy the Critical Mind, 6) Change the Associations, and 7) Take Action.

These steps also explain the success of highly effective iconic campaigns created by those that have perhaps intuited these laws of influence. Take for instance the famous Old Spice campaign created by Wieden+Kennedy that leveraged the first of my seven steps: Interrupt the Pattern.

Freud once conceded: “Everywhere I go I find a poet has been there before me. Poets are masters of us ordinary men, in knowledge of the mind, because they drink at streams which we have not yet made accessible to science.” Great ad people are like these poets. Fortunately neuroscience is now empowering access to the streams of our collective unconscious, a new view that will help create and sell better ideas. Let’s deconstruct a brilliant case of effective use of “pattern interrupts.”

Brands are learned behaviors or expectations of outcomes based upon past experience that eventually become second nature. The pathway to our unconscious and the best way to learn something is through conscious attention. And nothing focuses our attention better than surprise and novelty. That’s because our brain is a pattern recognizer or prediction machine. It learns through the satisfying release of dopamine, the “feel good” chemical messenger of “wanting” behavior. And novelty activates this system. The purpose of this surge in dopamine is to draw attention to potentially important information and a possible new pattern by sending a signal to the brain to take notice and learn, which happens to be the key roles of advertising.

Old Spice transformed its stodgy image with an infectious campaign that was brimming with these pattern interrupts, creating a cooler contempo-

rary image. It introduced the world to the charismatic hunk of Isaiah Mustafa or “the man your man could smell like.” The magic behind this effort is not just the smooth pitchman of body wash, but the equally smooth and unsuspecting “interrupts.”

One of these spots has the great-smelling Isaiah go, in the span of a mere 30 seconds, from standing at an outdoor shower to log rolling in the wilderness, to carrying a gourmet cake, to remodeling a kitchen with a power saw, to swan diving off a waterfall into a hot tub, and finally . . . as the walls of the hot tub collapse, we are left with him straddling a classically cool motorcycle. Our brains are surprised and amused . . . again and again and again . . . with the reward of dopamine and the payout of attention. With an amazing 1.4 billion impressions, it captured more than attention--it changed behavior, spiking sales over a year ago by 27% in the six months since the launch. One of the original commercials for this campaign alone has generated a massive 43 million views on YouTube to date.

These are not creative self-indulgences but hardworking devices that universally galvanize our focus and spark a rush of good vibes that we all instinctively share. And that dopamine high is essentially that elusive viral “buzz” marketers demand from their agencies but also make so difficult to create.

Douglas Van Praet is the author of *Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing*. He is also Executive Vice President at agency Deutsch L.A., where his responsibilities include Group Planning Director for the Volkswagen account. Van Praet's approach to advertising and marketing draws from unconscious behaviorism and applies neurobiology, evolutionary psychology and behavioral economics to business problems.

Think like a Genius

Geniuses think productively - They ask "How many different ways can I look at this problem?" and "How many ways can I solve it?"

By thinking the way you have always thought in the past, you get what you've always gotten.

1) Geniuses look at problems from all angles. To solve a problem, you must first abandon the first approach that comes to mind, which usually comes from past experiences, and then rethink the problem.

2) Geniuses make their thoughts visible. They develop visual & spatial abilities that allow them to display information in new ways.

3) Geniuses produce. The most respected scientists produced more “bad” works than their less successful peers.

4) Geniuses make novel combinations. They constantly combine and recombine ideas, images, and thoughts.

5) Geniuses force relationships. Their facility to connect the unconnected enables geniuses to see things others miss.

6) Geniuses think in opposites. If you hold opposites together in your mind, you will suspend your normal thinking process and allow intelligence beyond rational thought to create a new form.

7) Geniuses think metaphorically. Draw analogies between abstract principles and everyday occurrences.

8) Geniuses prepare themselves for chance. When we fail, we end up doing something else. We may think why we failed, what have we done? So whenever you come across something interesting, drop everything and go with it. Too many people fail to make significant leaps of imagination because they’ve become fixed on their PRECONCEIVED plan. But not the truly

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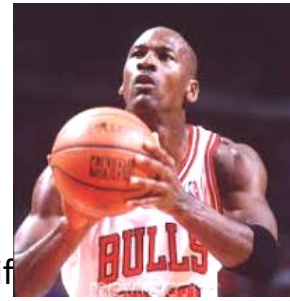
great minds. They don't wait for gifts of chance; they make them happen.

Why isn't everyone creative? Where was the human potential lost? How was it crippled? I think therefore a good question might be not why do people create? But why do people not create or innovate?" The thing that makes this quote so incisive is that we were all created with the ability to manifest tremendous creativity—including (or especially) you! But how do we manifest that creativity on a consistent basis, and how can we prime the creativity pump? Thinkertoys is the answer. So as you read this summary, I hope that you'll particularly note that:

Creativity is important and possible for both the left-brained and right-brained thinkers. Linear creativity is expressed when we manipulate existing information to create new ideas. Intuitive creativity is expressed when we find new ideas using intuition and imagination.

It's important to affirm your creativity. The key to thinking creative thoughts is affirming your creativity. You literally change your state of mind when you do.

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Central to creativity—and just about everything else in life—is the habit of speaking it, thinking it, and being it! Consistently affirming that you are creative will absolutely make you more creative.

Reading biographies about geniuses is also an excellent way to get yourself feeling intensely creative.

It's vital to cultivate the habit of consistently pushing the boundaries. List every way you can think of doing something. Now think of another. The more you do this, the more supple and sagacious your brain will become!

Think like a creative genius

10 big ideas for helping you think and act like a creative genius.

1. Get Interested — Really Interested.

The spark of the genius's creative fire is simply being interested in something. Really interested in something. Whether their interests are rooted in solving a specific problem, learning more about a field, or they just find something intriguing, all creative geniuses embrace their curiosities in what things are like and how they work.

Without such interest and curiosity, it is hard to become involved in an endeavor deeply enough to work through challenges and break through the status quo.

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The first step to thinking and acting like a creative genius is to identify your interests. What is it that gets you excited? What are you curious about? What do you really wish to learn more about? The answers to these questions will set the foundation for your own personal genius to develop.

2. Embrace Personal Paradox & Complexity

Have you ever taken the Meyers-Briggs personality assessment? Cool. Now throw out your results immediately and don't ever classify yourself as an ESTJ again. Dr. Csikszentmihalyi testifies that if there were one word to describe how the personalities of creative geniuses differ from others, it would be complexity.

By this he means that these creative geniuses demonstrate tendencies of thought and action that in most people are isolated. These geniuses, rather than having one personality "type," actually have personalities that are much more paradoxical — instead of being one way or the other, these creative geniuses bring together and express the entire range of traits possible within the human experience. Embracing a complex and paradoxical personality does not mean being ambivalent. Rather it means having the capability to move from one extreme to the other as the situation requires (Many people think of me as an extreme extrovert. Others who know me well think of me as an introvert. In fact, I am an "ambivert.")

3. Use Your Energy like a Light Switch

Creative geniuses have the ability to channel great amounts of energy and concentration for long, focused hours of creative work. Yet they are not al-

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ways “on.”

The creative genius balances long periods of focused attention towards his or her work with longer than normal rest periods. They exhibit a high degree of self-awareness in regards to their energy levels, turning themselves “off” by napping or retreating away from the busy world in order to recharge their creative juices.

When the creative genius is not demonstrating single-pointed attention towards the creative process or goal, he or she is most likely to be found in a calm, reflective state; or engaged with a creativity-boosting hobby.

4. View the World Through the Lens of an Expert... But Also Think Like a Beginner

To think like a creative genius, it helps to be intelligent. But the relationship between intelligence and creativity is weaker than you might think. Research shows that beyond an IQ of 120, higher levels of IQ do not quite equate to higher levels of creativity.

In fact, being overly brilliant can actually be a detriment to creativity. Someone who is extremely intelligent may become complacent and overconfident in his or her mental superiority. This could unfortunately lead to lower levels of curiosity, playfulness, and exploration. They may simply stop learning because they feel they are already mentally superior.

Goethe has said that naiveté is the most important attribute of genius.

Balancing a childlike curiosity and playfulness with refined wisdom is what

separates the creative genius from the average human being.

5. Take Your Work Seriously... But Have Fun Doing It!

Creative geniuses most definitely approach their work with a playful attitude, yet this lightness can only take an idea so far. The ability to shift gears when appropriate into hardcore discipline mode is essential in order to draw forth the grit necessary to break through barriers and innovate.

The generating phase of creativity is often facilitated with playfulness, but the other side of the coin (and the one often not duly considered) is the ability to develop and evaluate what one generates. Discipline, brutal self-honesty, and seriousness may be needed in these later phases of the creative process in order to decide how to best apply one's energy and attention.

6. Get Out and Socialize... But Stay Home By Yourself As Much as You Can, Too.

Most people view themselves as either an extrovert, someone who loves crowds and small talk, or an introvert, someone who prefers to be a bit more independent. Creative geniuses, on the other hand, seem to express both traits at the same time, or in equal amounts.

To get really creative and become an expert, one must spend long hours practicing and developing his or her skills, in large part isolated from the happenings of the world. Yet new research demonstrates that the highest levels of creativity are also associated with getting out into the world, exchanging ideas, and interacting with others.

Many creative geniuses even deliberately structure their time in ways to alternate between solitary, inner-directed reflection and intense social interaction.

Creative geniuses to a certain extent are able to escape gender role stereotyping. Female creative geniuses tend to be more dominant and assertive compared to other females, and male creative geniuses tend to be more sensitive and considerate compared to other males.

In other words, these creative geniuses are confident, self-assertive, and able to metaphorically kick some serious ass, while at the same time being considerate to others and sensitive

to the situation.

Not many people can operate with this type of complexity, but seeking out opportunities to develop your emotional and social intelligence is something to consider when desiring to boost your creativity. One way to boost your emotional and social intelligence is to sign up for data-driven, quantified coaching.

8. Be a Rebel...But Embrace the Rules

Creative geniuses are typically portrayed as iconoclastic rebels. In reality, however, each and every one of these creative geniuses had to first embrace and learn the rules of their particular domain. Ever heard of the 10,000 hour rule? Each creative genius believes in the importance of their domain of expertise; hence, to a certain extent, each creative genius is also a traditionalist.

Being only traditionalistic leads to more of the status quo, whereas constantly taking wild chances without regard to what has been valued or accomplished in the past almost never leads to innovation.

To harness this paradoxical attribute of creative geniuses, one must know the rules and what has been done before, yet at the same time be willing to bend these rules in order to take the domain and oneself to new creative heights.

9. Be Passionate...But Objective

Ever watch American Idol? If so, you know there are quite a few people out there who are extremely passionate, yet lack the self-honesty needed to become superstars (e.g. worst audition ever). In his interviews with over 90 of the world's most eminent creators, Dr. Csikszentmihalyi noted that this *paradoxical tension between attachment and detachment* to one's work is a primary driver of innovation.

Without the passion, we soon lose interest in difficult tasks (like spending the time necessary

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to fully develop and evaluate ideas), but without being objective and honest with ourselves, we can never truly learn to work around our personal constraints and fully leverage our strengths. Being able to detach from their work (and even criticizing and tearing it to shreds), is a critical skill that the creative genius utilizes regularly.

10. Make Plans...But Never Stick to Them

Creative geniuses spend a lot of time planning, reflecting, and strategizing about what to do next; however, they also have the uncanny ability to quickly throw these plans out in light of new information or promising opportunities.

Creative geniuses know that creativity isn't a black-and-white, linear process. Instead the world's greatest innovations are typically the result of an emergent, zig-and-zag-like process. Much like how many of the world's most successful startups "pivot" in order to survive and grow, creative geniuses know that regardless of how much they plan, sticking rigidly to these plans will result in missed opportunities that could have been leveraged towards true innovation.

This is not to say planning isn't crucial — it just implies that one never has all the information at the beginning of a creative project in order to innovate. If you do have complete information, it is time to re-evaluate what you are doing, because you likely are not really doing anything that creative.

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Creative Genius: what it really is and how it is cultivated

Intellect

Creativity

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Outstanding achievement

Two kinds of genius, scientific genius and creative genius

What is the common theme?

20% of it is “nature.” Genetics drives how fast people can learn, improve and be productive.

Ideas are produced without foresight into their eventual utility.

Extremely creative artists and high impact psychologists are egocentric, cold, impulsive, aggressive and tough-minded.

Genius scientists are withdrawn, solemn, internally preoccupied, precise and critical.

Depression, melancholy and alcoholism are noticeably more common in very creative individuals than in the general population.

Cognitive disinhibition: openness to extraneous ideas, images or stimuli that are normally filtered out before they can reach conscious awareness

Higher intelligence

Greater working memory

What are the profound implications of a mundane experience such as water overflowing a bathtub or an apple falling from a tree (Archimedes and Newton).

With a newly acquired genius mentality, you can easily answer this question!



Ask about corporate training in

actionable creativity that will

drive sustainable growth post-pandemic.



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