Be Present and Kind
Living Life
As You Do Great Things
How creative are you?
(On a scale of 1-10)

Who do you think were the 3 most creative people in history?
Facilitating Creativity

John Losey
Praxis Training

For:
Brandman Immersion 2019
Innovation & Creativity

Innovation
An organizational capability for finding the best of the creative output and putting it to use. Innovation implies utility and action.

Creativity
An individual competency for generating new ideas, processes, products, connecting old things in new ways, etc.
Quality Thinking Model

1. **Judgment Prompt**
   - Does it require focus?

2. **Focus**
   - Critical Thinking
   - Collaborative Thinking

3. **Act**
   - Reflect
   - Emotions
   - Mental models
   - Thought systems
   - Relationships
   - Social context
Practical Creativity Guidelines

Level the field

Critical] [Creative

Brain Share – *Think it, Speak it, Write it*

Yes, and ... Mindset

Maintain Flow

Seek Volume

Seek Variety
Practical Creativity Process

1. Prime the Pump
2. Offer/Review the Guidelines
3. Diverge
4. Converge
5. Repeat
Real Play - Guided Practice
Real Play
Practical Creativity Process

2040 Sling TV Documentary
The Intergalactic Impact of the Brandman Innovation Tournament 2020
Practical Creativity Guidelines

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