

Creative Leadership: Fostering the Mindset of Innovation

February 25, 2008
The Brookings Institution
Washington, DC

Program Overview

A creative leader is part alchemist, part diplomat. He or she is always looking for imaginative ways to influence people to achieve their vision and to harness the organization's creative energy.

At the heart of creative leadership is the ability to see and bring together opposites, whether it is: vision for a wayward operation; simplicity for a complex task; consensus for a conflict; or revenue for a budget cut.

In this high energy, interactive session you'll experience the key principles of opposite thinking that creative leaders employ.

Learning Objectives:

1. Be "curious first... critical second" to explore the possibilities of new ideas before you calculate the probability of success.
2. Always look for second "right" answers by finding atypical analogies that redefine what is possible.
3. Practice "creative destruction" to see and act on paradoxical trends.
5. Renovate outdated policies while you innovate to create time for innovation.
6. Keep your brain alive to come up with creative ideas any time you need them.

Agenda

Monday, February 25, 2008

- 7:45 – 8:30 a.m.**
The Brookings Institution
2nd Floor
- Registration and Breakfast Buffet**
- 8:30 – 8:45 a.m.**
Stein Room
- Welcome, Introductions, and Program Overview**
- William M. Goodwin, Senior Director, Center for Executive Education, the Brookings Institution
- 8:45 – 9:00 a.m.**
Stein Room
- Creative Leadership**
- Chic Thompson, President, Creative Management Group
- 9:00 – 10:15 a.m.**
Stein Room
- Freedom**
- Break the old “rules of school”
 - Learn from failure
 - Dream with your eyes open
- 10:15 – 10:30 a.m.**
- Break**
- 10:30 – 12:00 p.m.**
Stein Room
- Expression**
- Be curious first... critical second
 - “Shake the tree” for inspiration by adding stimuli
 - Smile and change your world in a heartbeat
- 12:00 – 1:00 p.m.**
Stein Room
- Lunch**
- 1:00 – 2:45 p.m.**
Stein Room
- Creation**
- Ask the right questions to see uniqueness of your challenge
 - Look for second and third right answers
 - Expand your perspective with metaphorical thinking
 - Challenge your assumptions with paradoxical thinking
 - Learn a powerful brainstorming method called Idea Mapping
- 2:45 – 3:00 p.m.**
- Break**
- 3:00 – 4:15 p.m.**
Stein Room
- Action**
- Make your vision visible
 - Create a results-driven action plan and sell with passion
 - Keep your brain alive
- 4:15 – 4:30 p.m.**
- Program Wrap Up and Adjournment**