



Innovatr Academy.

Tools & templates



Thinking & behaviours cards

Think right!



Powerful insights rely
on the right thinking style.



Reductive vs. Expansive



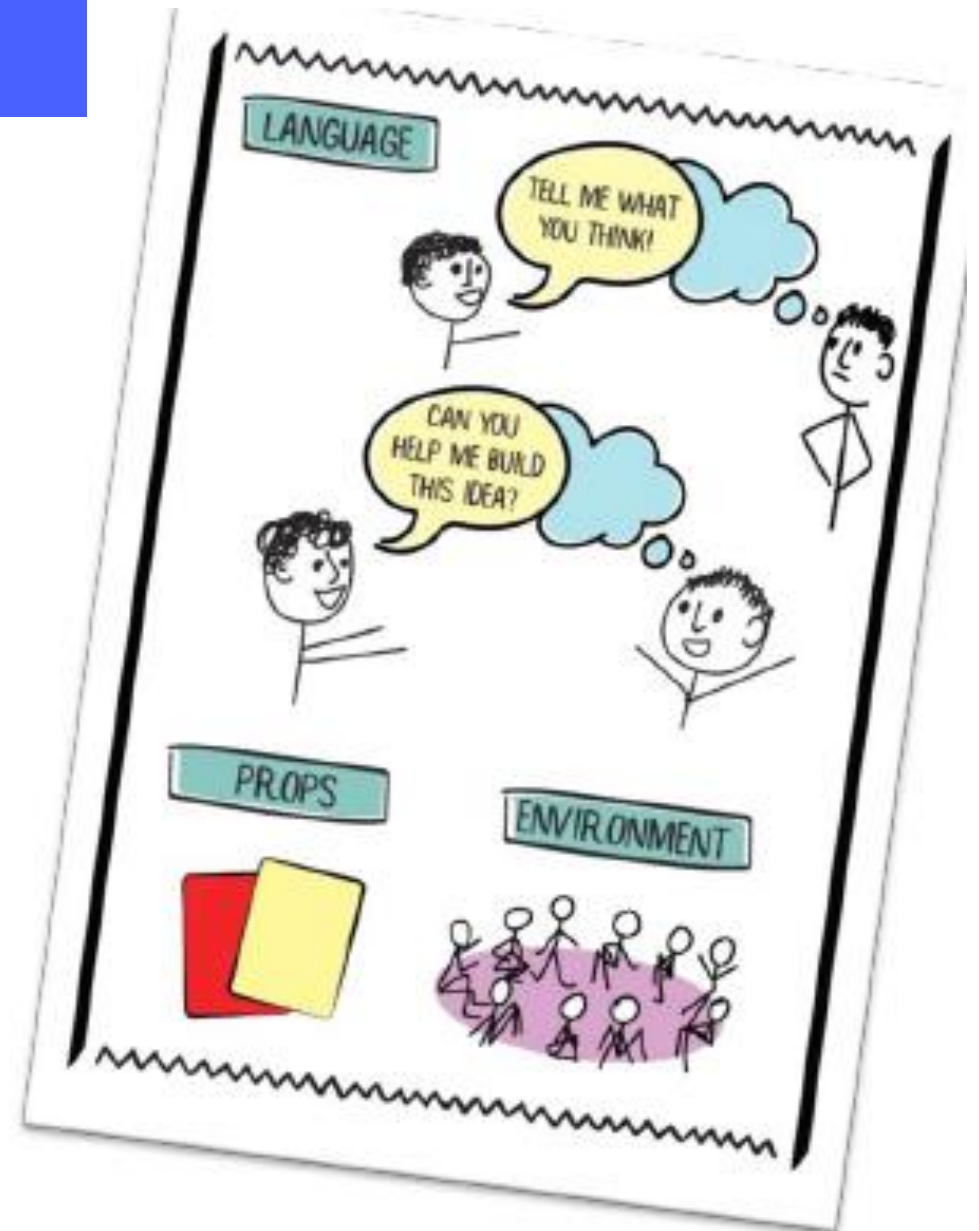
Reductive & expansive thinking don't work well together – when mixed they cause tension and stress.

Use signalling to make it crystal clear when you want a team to be expansive and look for options and possibilities or whether you want them to be reductive and analyse or make a judgment.

It helps allow for the expansive thinking moments which we often skip to get to the solution quickly (often missing a better solution in the process).

There are lots of ways to signal, for example:

- Language: “what do you think if this idea?” is asking for judgement and reductive thinking, whereas “can you help me build this idea?” is asking for expansive thinking and nurturing.
- Environment & props: a boardroom implies reductive thinking, a playful environment will help expansive thinking.



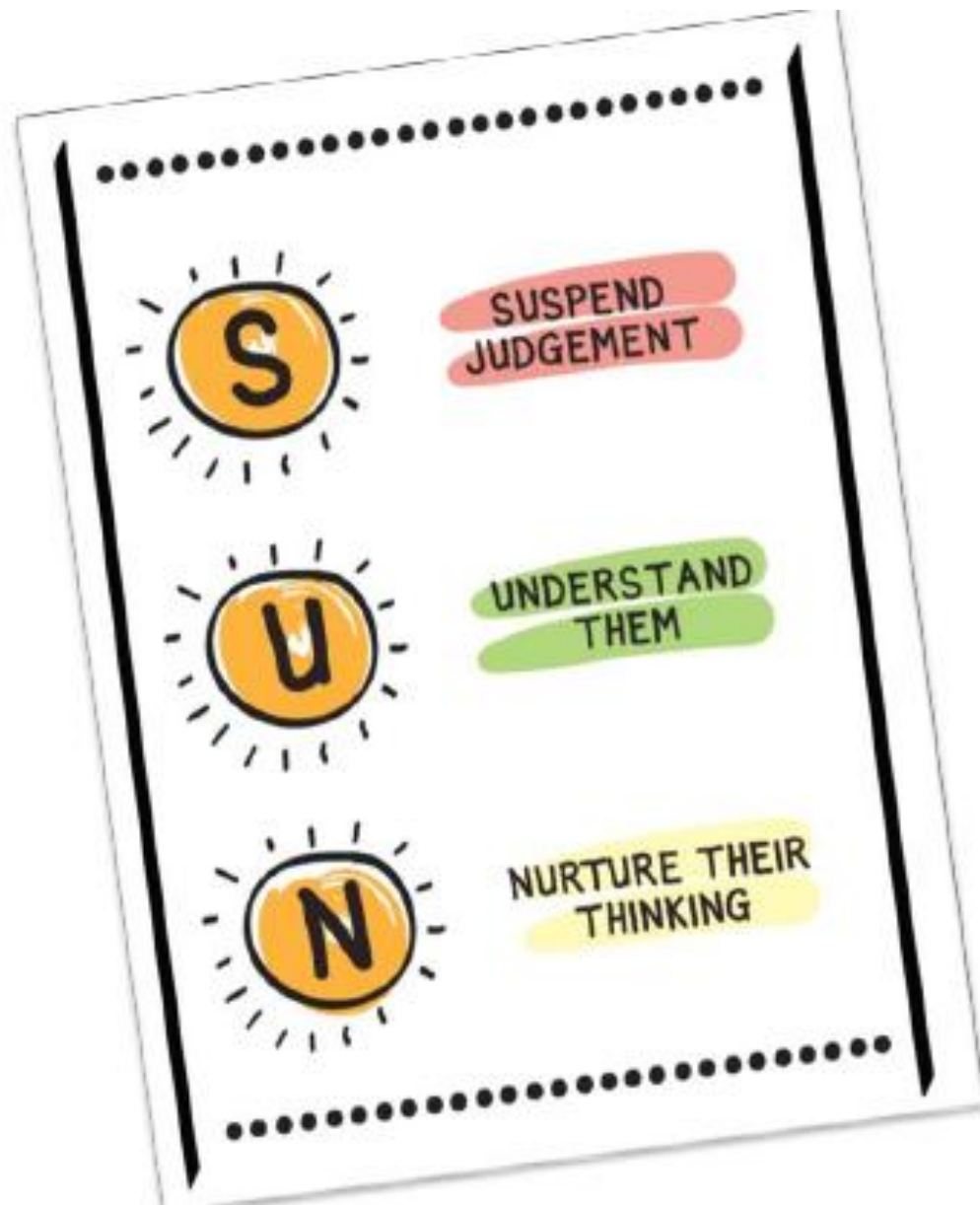


Oh behave!

*Powerful insights rely
on the right behaviours too*



Greenhouse



No idea is born fully formed, so you can't immediately know if it's going to be good or bad.

Greenhousing is finding the value in, building and nurturing new ideas until they're well enough developed to be evaluated.

Greenhousing is essential to :

- give you options to choose from;
- grow a culture of collaboration and encouragement.

Pausing and remembering to use SUN will radically improve the way people value your receptiveness to new ideas.



Be Brave

"THE OPPOSITE
OF BRAVERY IS
NOT COWARDICE IT
IS CONFORMITY!"

ROBERT ANTHONY

Innovation relies on getting out of our normal way of operating, challenging the norms, asking different and difficult questions, allowing ourselves to explore without knowing the outcome.

It needs us to be brave and sometimes to be comfortably lost.

It helps to:

- share your struggle with others;
- be brave often – the more you are – even with small things – the easier it becomes;
- reframe 'failure' as experiments that you can learn from.



Curiosity is being nose-y and asking 'why?' - to the point of being annoying.

It's a about having a genuine interest in the world around us and trying to find out the meaning of things.

CURIOSITY IS ONE OF THE PERMANENT AND CERTAIN CHARACTERISTICS OF A VIGOROUS INTELLECT.

SAMUEL JOHNSON, THE RAMBLER

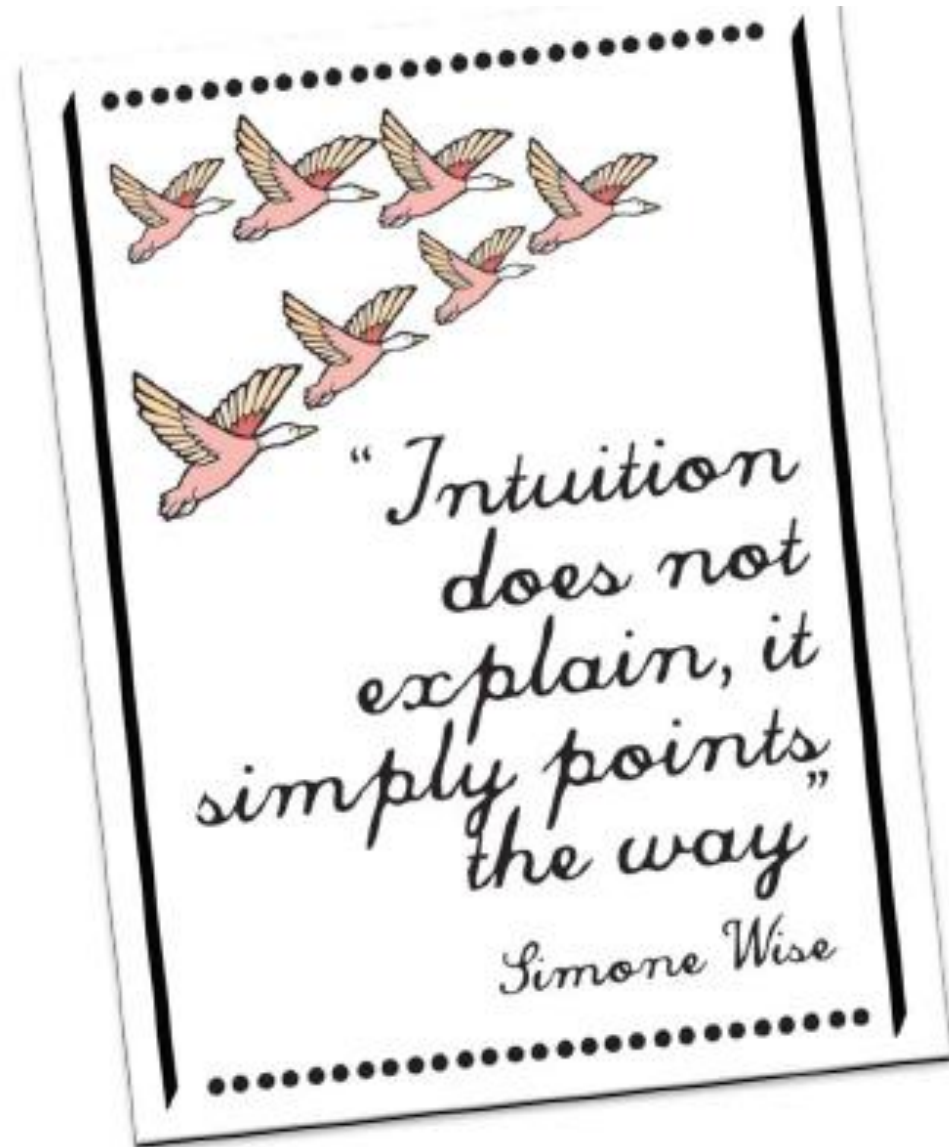
AROUND HERE, WE DON'T LOOK BACKWARDS FOR VERY LONG. WE KEEP MOVING FORWARD, OPENING UP NEW DOORS AND DOING NEW THINGS, BECAUSE WE'RE CURIOUS...AND CURIOSITY KEEPS LEADING US DOWN NEW PATHS.

WALT DISNEY COMPANY

MUCH OF WHAT I STUMBLED INTO BY FOLLOWING MY CURIOSITY AND INTUITION TURNED OUT TO BE PRICELESS LATER ON.

STEVE JOBS

Be curious



Trust your intuition

Intuition is the faster part of your brain telling you something. It's about trusting your gut instinct around where you should explore, where you should dig deeper.

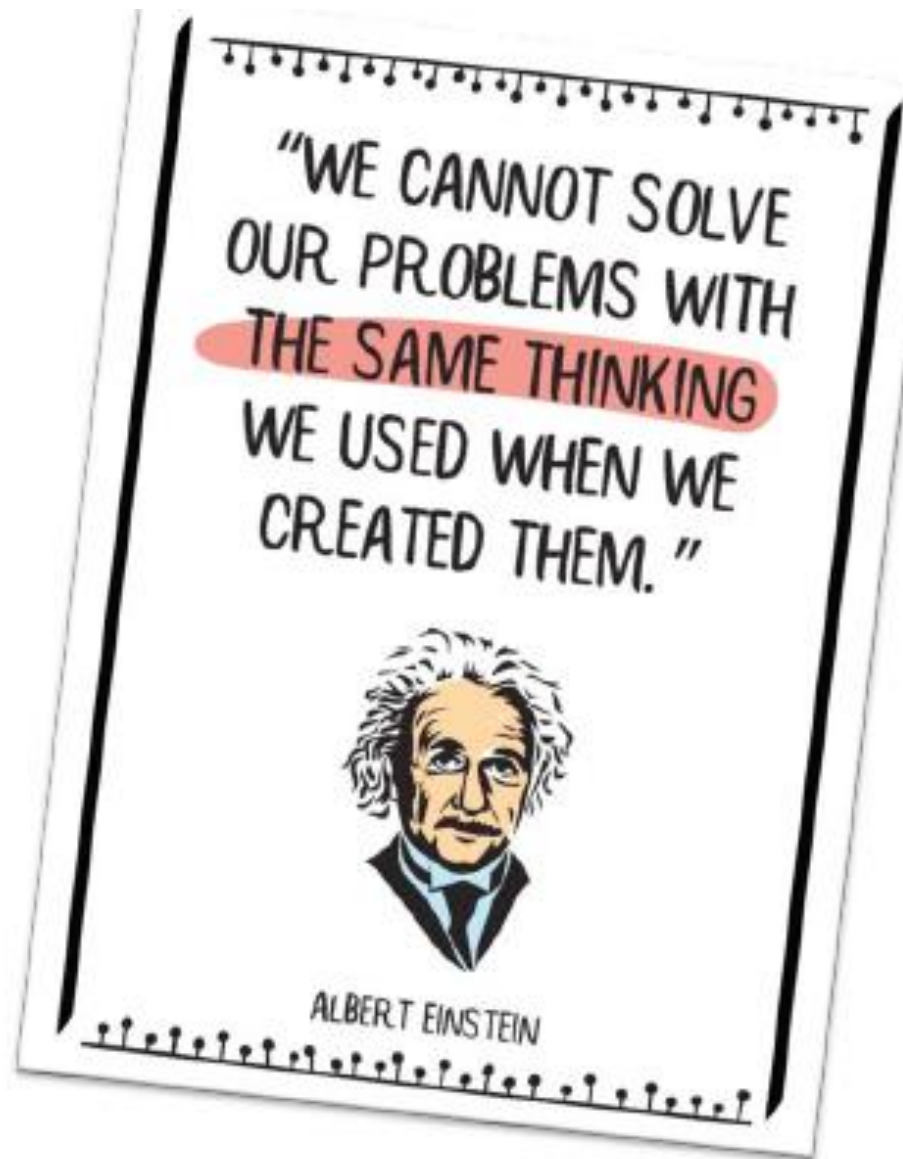
It helps guide you on when (or when not) to ask 'why?'

It helps you to spot the moments of contradictions that we complex humans are often guilty of – where logic or words don't match feeling or action.

Intuition is a response to something so pay attention to the 'it doesn't feel right' feelings and non-verbal clues.



Stay fresh



Our current knowledge will only get us so far, and we need stimulus to get out of our rivers of thinking.

Freshness is the behaviours of constantly seeking new internal and external stimulus to disrupt our thinking, see new perspectives and help inspire new ideas.

'Deliberate' freshness is designing and curating stimulus that is directly related to the problem or opportunity you have. This is a creative exercise in itself.

'Ongoing' stimulus is choosing to live our lives in a way that helps us gather new experiences and perspectives, e.g. taking a different route to work or having some new conversations.



Be playful

When we relax our brain it helps us to access our subconscious, allowing us to explore your internal creative store-cupboard.

Playfulness helps us into the productive mental space that allows us to explore, get off the beaten path, be expansive and make connections.

It helps you to let go of the outcome so that you can wonder and collect clues without being constrained by the need for an immediate solution.

It helps :

- when you are relaxed and are not worrying about the solution at this point;
- to bring your human self into play, for example, using everyday language and ditching the business jargon.

