

Creativity Key to the Future

April 24th

Welcome to the virtual Keynote



Session Host: Juup Laarman – de Kanter
Session Topic: Creativity Key to the Future

Timeline session: max. 40 min

Q&A: via the chat during the presentation
You need white paper and a black marker

You are promoted to panellist please mute your mic for background sound if not speaking & please do switch on your video all times.

Online Etiquette



Camera ON



Mic OFF



Use Chat



Rule of thumb



C-O
Connect

JUUPS
IMPACTVOLLE
ONTMOETINGEN

Programme

- Check-in
- IDOHARRT
- Creative Skills
- Lateral thinking
- Focus
- Alternatives
- Random entry
- Harvest
- Treatment
- Check-out

Check-in

C-O
Connect

IDOHARRT

I	Intention
DO	Desired Outcomes
H	How
A	Agenda
R	Roles
R	Rules
T	Time

IDOARRT

Intention: Show the power of lateral thinking and inspire you to train and use creativity.

DO

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IDOARRT

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Desired Outcome(s): techniques to directly apply, intro to creative skills and the 5 steps of lateral thinking, inspiration for using creativity in your own field.

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How: Learning by doing, making mistakes, show examples, try it yourself.

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Agenda

Roles

Rules

Time

4 Creative skills

- Humour
- Making mistakes
- Out of your comfort zone
- Associate



Humour

- Laughter
- Good atmosphere
- Connects with others
- Breaks barriers



Making mistakes

- Guts
- Serendipity
- New ideas
- Innovations



Wrong answer

- Give the wrong answer to the question
 - Write it down for yourself
-
1. In which country are you now?
 2. What is the color of your car (or bicycle)?
 3. How many goals are there on a soccer field?
-
1. In which country are you now?
 2. What is the color of your car (or bicycle)?
 3. How many goals are there on a soccer field?

Out of your comfortzone

- Overcoming fear
- Personal growth
- New experiences

"what if I fall?"
oh but my
darling,
what if you
fly?"

Eric Hanson

Associate

- New ideas
- Fluency
- Flexibility

Dorte Nielsen & Sarah Thurber

The secret of the highly creative thinker



How to make connections
others don't

BIS Publishers

Metaphor



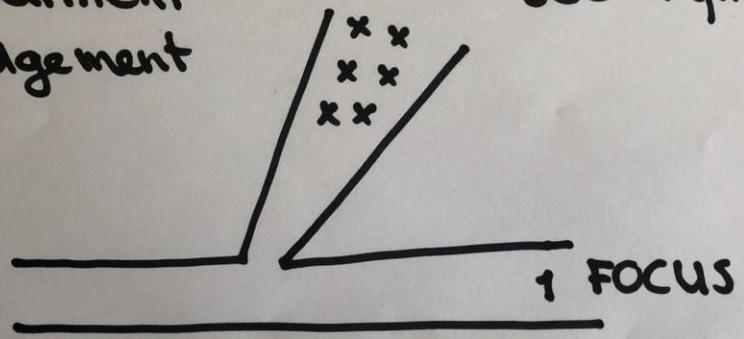
Stop the spread.
Social distancing works.



Lateral thinking

- 3 Harvest
- 4 Treatment
- 5 Judgement

2 creative
technique



1 FOCUS

Find your focus

C-O
Connect

Area Focus

Elderly

Kids

Events

Meetings

Activity

Energy

Future

Purpose Focus

- Ways not to make the elderly feel lonely
- Ways to keep your kids busy at home
- Ways to connect people
- Ways to increase energy
- Ways to surprise a friend

Purpose Focus

Ways ~~not~~ to make the elderly feel lonely
Ways to make the elderly feel connected

Alternatives

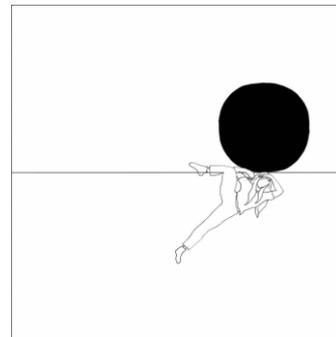
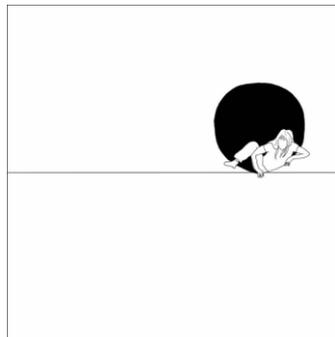
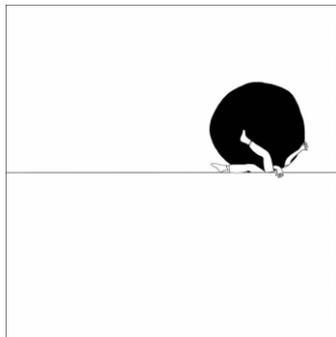
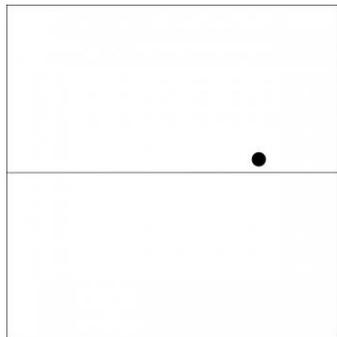
- Basic technique
- Suitable for the start of a project
- It generates a lot of ideas, but not necessarily creative ideas

Alternatives

- Brainstorm
- Look for connections
- Think of new ideas per connection

Ways to surprise a friend?

Museum Gouda; dot on the horizon



Random entry

- Focus
- Select a random entry
- Describe associations with this random entry
- Make links between the association and the focus (individually)
- Share your ideas with your group

Example

How can we quickly find the residents of a care home?

Random entry: bus



Example

How do we get people to our gym?
Random entry: sofa



Ways to surprise a friend

Random entry: The Dude



Ways to surprise a friend

Random entry: Dude



Specific

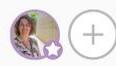
Send him a doll

Beginning

Create a personalized version of yourself as an inflatable doll

Concept

personalized gift



Zoom settings panel with a hand icon, a zoom slider set to 100%, and a 'Zoom settings' button.

Harvesting

Why do you need it?

Questions:

Is your idea:

- Specific
- A Beginning
- A Concept



Treatment of ideas

Why needed?

Specify your ideas by:

1. Enlarging the pros
2. Removing the cons
3. Adjusting the surroundings



Assessment

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What have we done?

Check-out

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Juups

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Aevent
branche.nl | Kennis
Netwerk
Promotie

 NetworkTables

JUUPS



Book

<https://www.bol.com/nl/p/the-secret-of-the-highly-creative-thinker/9200000050365092/>

Museum Gouda

<https://www.museumgouda.nl/nl/nu-te-zien/tentoonstellingen/32/stip-op-de-horizon>

Mural.co

<https://app.mural.co/t/juups4720/m/juups4720/1587373200979/f90f4a900f0bfe11d31e42be71c4c05073ccb456>