

Pre-Conference Master Class Program

Creative Innovation 2012 will include a range of Master Classes led by some of our keynote speakers and other outstanding creativity and innovation experts.

28 November (9.00am - 12.00pm) including morning refreshments



1. Scott Anthony
Creating a Culture of Innovation

Innovation thought leader Scott Anthony blends academic research and field work with leading companies to provide practical, proven approaches to improve the predictability and productivity of innovation. He has authored five books on the subject, including *The Little Black Book of Innovation* and *Building a Growth Factory* (Harvard Business Press).

ABOUT THE MASTER CLASS:

It sounds so seductive – a “culture of innovation.” The three words immediately conjure up images of innovation savants like 3M, Pixar, Apple, and Google. The sorts of places where innovation isn’t an unnatural act, but part of the very fabric of a company. It seems a panacea to many companies that struggle with innovation. But what exactly is a culture of innovation, and how does a company build it?

In this Master Class, Scott Anthony will describe the essential elements of a culture where innovation happens naturally and regularly. He will provide practical tips to help you identify and address the barriers facing your organization. Specifically, attendees will receive:

- Tips to identify, motivate, and develop innovation talent inside your organization
- Simple diagnostic instruments to assess your organization’s innovation capacity
- Lessons from innovative leaders like Amazon’s Jeff Bezos and Pepsi’s Indra Nooyi



2. Leigh Gassner & Steve Atkinson
The Change Lab: solving complex social problems through design thinking

Steve Atkinson and Leigh Gassner are partners in Reos Partners, Melbourne. Reos Partners is an international organisation dedicated to supporting and building capacity for innovative collective action in complex social systems.

ABOUT THE MASTER CLASS:

This Master class will show how the Change Lab, a participatory, creative, systemic, and action-oriented process used globally by Reos Partners, can tackle the toughest local and global challenges through transforming social systems. Globally we are being challenged to transform complex social systems through innovative and sustainable action that realises our aspirations and hopes of actually making a difference.

By using systems thinking in Change Labs this Masterclass will expose participants to how:

- They can surface the complexity in social systems to be understood and confronted; and,
- Through collaboration and innovation, co-create and institutionalise the transformation needed for stuck and complex social systems.

Global case studies of the Change Lab and related social change experience will also be discussed.



3. Andrew & Gaia Grant

Who Killed Creativity? ...and how to get it back

Authors Andrew & Gaia Grant have travelled the world from the classroom to the boardroom, teaching at many levels from tribal education to CEO corporate coaching to discover 'Who Killed Creativity?... and how to get it back!' (book | keynote |workshop | board game)

ABOUT THE MASTERCLASS:

From the authors of the intriguing new book 'Who Killed Creativity?' now comes the interactive keynote workshop and simulation exercise. Based around an engaging CSI / Cluedo style board game, in this session participants match their expertise against the latest neuroscientific research to discover the need for creative thinking and strategies for developing it as individuals and organisations.

What the masterclass will involve:

- Participation in the discovery process of what inhibits creative thinking and innovation in individuals, teams and organisations
- Information about the latest neuroscientific and psychological research on creative thinking
- Strategies for developing creative thinking in yourself and others
- Specific solutions for identifying blocks in creative thinking and innovation in participant organisations



4. Tim Reid

A Killer Innovations Approach to Marketing Your Business

Aka “The Ideas Guy”, leading ideas and marketing expert, creator and host of Australia’s #1 Marketing show *Small Business Big Marketing*

ABOUT THE MASTER CLASS:

Where a typical brainstorming session often only delivers incremental ideas, they rarely result in breakthrough thinking. On the flip side, a Killer Innovations session results in a significant and highly profitable departure from your current practice that will be difficult to imitate. And in a world of sameness, having an edge through innovation is critical. It’s one of the last bastions of creating a point-of-difference!

Finding true killer innovations is tough work. Human instinct has us finding the quick answer....then we stop looking once we've found the first answer that approximates the best answer to a given question. We fail to look beyond the obvious...because looking beyond the obvious is scary, it may leave us looking like a fool. It may produce something extraordinary.

In a Killer Innovations session, the concept of a 'me too' idea is thrown out the door...the killer innovation must be a break-through idea that is instantly recognized by the market place.

USING THE KILLER INNOVATIONS APPROACH IS AKIN TO BRAIN STORMING ON STEROIDS!

So, come along with a business challenge and an open mind, ready to improve the marketing of your business.



5. Charles Kovess

The Courage To Be Different: Powerful Strategies To Access Your Strength And Resilience To Avoid Following The Crowd!

Australia's Passion Provocateur; Author: *Passionate People Produce*, and *Passionate Performance*, and co-author of *The 7 Heavenly Virtues of Leadership*

ABOUT THE MASTERCLASS:

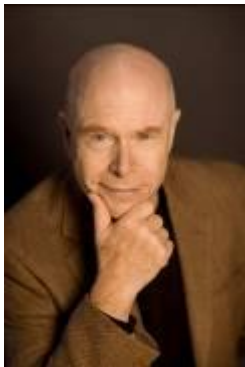
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In this Masterclass, Charles Kovess will inspire you, enthuse you, envision you, provoke you and teach you strategies and mechanisms that will increase your ability to access your strength and your resilience. Times are definitely changing and the demands on leaders are increasing. Imagine being able to ‘go with the flow’ that Mihaly Csikszentmihalyi so famously identified, and ‘flow’ with these demands! How can you stand out by behaving like most other leaders? It takes great courage to follow the beat of your own drum, and not follow the crowd. When you are different, you can experience ‘stand out’ results!

Key outcomes and issues to be covered include:

- How to avoid the pressure to conform to the behaviours of most leaders
- Why courage is so important for leaders and the subconscious pressure to conform
- Courage is required to be different, to think different
- Understand the direct links between passion and courage
- Understand the direct links between passion and resilience
- Examples of global leaders who were different, and how they generated outstanding shareholder returns
- How can you expect to generate ‘above average returns’ if you behave in an ‘average’ way?
- How you can be ‘outstanding’ as a leader by not following the crowd

28 November (2.30 – 5.30pm) including afternoon refreshments



1. Richard Rumelt *Strategic Diagnosis and Actions*

Richard Rumelt is the Harry and Elsa Kunin Professor of Business & Society at UCLA Anderson, a graduate school of business and management. He was voted to be one of the “Top 50 Business Thinkers” in the world (rank 20 in 2011) by the Thinkers50 program, sponsored by the Harvard Business Review and McGraw Hill. He is the author of *Good Strategy/Bad Strategy – The Difference and Why It Matters*. This book was chosen as one of six finalists for the 2011 Financial Times & Goldman Sachs Business Book of the Year Award. He is also a co-author of *Fundamental Issues in Strategy – A Research Agenda* and the author of *Strategy, Structure, and Economic*

Performance.

ABOUT THE MASTER CLASS:

In this workshop, participants learn about good diagnosis and practice diagnosing strategic issues facing a number of firms. Using real-world example, Professor Rumelt leads

participants though the pitfalls and avenues of diagnosing strategic situations, with an emphasis on identifying keystone issues that are both critical and actionable. The workshop then addresses the issue of strategic action, providing examples and exercises on the identifications of proximate objectives and the design of coherent action plans.

This Executive Workshop session will illustrate how top executives can actually break the bad-strategy habit. The main topics covered will be these:

- Why is there so much bad strategy? What are the organizational, cultural, and cognitive reasons for the widespread avoidance of proactive problem-solving?
- What are the principal sources of power of a good strategy? Much of the modern discussion of strategy has focused on the economics of competition. This way of looking at things is very useful, but misses the more general and powerful tools that talented strategists use. These include anticipation, concentration, the creation of proximate objectives, the understanding of chain-link situations, the power of design, the power of focus, the distinction between good and bad growth, the nature of advantage, riding the waves of dynamic change, and understanding entropy and inertia.
- How can individuals and groups improve their ability to perform deep and useful diagnoses of their situations?
- Can a “good strategy” process be wedded to ordinary “strategic planning?”
- What is “strategic navigation” and how can a top management team use this tool?



2. Dr Amantha Imber

Innovate like the heavyweights – proven stuff, no fluff

Creativity and innovation psychologist; PhD in organisational psychology; has consulted on innovation & creativity at leading companies including Coca-Cola, LEGO, Medibank Private, Red Bull, Deloitte, Vodafone and Westpac.

ABOUT THE MASTER CLASS:

In this highly interactive Masterclass, Dr Amantha Imber will take you through the latest scientific findings into the key variables that have been proven to drive a culture of innovation. You will learn:

- The results from global field research undertaken by Inventium into companies such as Twitter, PayPal, Etsy, HBO, Coca-Cola, Vimeo, Foursquare, Meetup, IDEO, Whirlpool, Weiden + Kennedy, Xerox, Kimberly-Clark and several others into how they foster a culture that supports creativity and innovation.
- The 13 key variables that have been scientifically proven to create an innovative

- culture, according to a meta-analysis of 42 top research studies into this topic.
- The 5 most important variables that you need to focus on right now in your organisation in order to drive innovation.

You will leave with not only a stack of innovation driving ideas, but also a clear direction on how to ignite a culture of innovation back at your workplace.



3. Tim Dalmau and Jill Tideman

Solving wicked problems in the workplace – an innovative process and framework for making the confusing understandable and the unpredictable more certain

Tim Dalmau has worked for the last 33 years as a consultant to the public and private sectors. He is one of Australia’s foremost management consultants, the author or co-author of an extensive selection of books and other

publications. His practice covers the world, advising leaders of corporations and engineering focused companies in the resources and manufacturing sectors, working with Boards and senior teams, and designing systems for change.

Jill Tideman has 25 years experience in facilitating sustainable change in public and private systems. She has worked in the engineering, infrastructure and resource sectors, and consulting in sustainability, safety and transport policy in Australia, the U.K and the USA. She is a highly regarded coach, change designer, educator and advisor to mid and upper management across the resources sector, steel industry, sugar production, engineering, mining, education and road transport.

ABOUT THE MASTER CLASS:

Tim starts from the proposition that our success with solving problems depends in large measure on the type of thinking we use. Some thinking creates problems or makes them worse. Wicked problems share some characteristics which he outlines, and then the type of thinking that is most likely to help resolve them.

Groups of people, whether they are a married couple, a work group, a sports team, corporate organisation, state government or indeed a whole city fulfil the criteria of a complex adaptive system. Complex systems, of their nature, produce wicked problems. Traditional approaches and thinking often amplifies the problem, ironically often moving things closer to the edge of chaos.

This Master Class will help you understand that tools used to solve problems that are more

understood and predictable are not appropriate to solving wicked problems inherent in the leadership and management of organizations and social systems.

You will walk away from this session

- 1) Experiencing the use of a tool/process suited to wicked problems
- 2) Understanding the difference in thinking needed to successfully engage wicked problems
- 3) Knowing how to engage with your own wicked problems in the workplace, community or home

This approach has worked with multi-national professional service firms, steel companies, city administrations, peace commissions, forest products companies, large multi-national resource companies, heavy manufacturing companies, pharmaceutical industry, police forces, women’s shelters, community organizations and government. The approach has been used to for diagnosis, planning, facilitation, facilitation design, mapping conversations, coaching, integrating and clarifying issues, and galvanizing and coalescing shared will.

It is cross culturally applicable and has been used in the USA, Canada, China, Australia, New Zealand, South Africa, Argentina, Brazil, Thailand, UK, Singapore, the Netherlands, Germany, Italy, and Vietnam.



4. Gabrielle Dolan and Yamini Naidu

Wicked Problems Need Wicked Stories

Gabrielle Dolan & Yamini Naidu are co-founders and Directors of One Thousand & One. One Thousand & One is

Australia’s first organisational storytelling company and helps companies increase performance through storytelling.

ABOUT THE MASTER CLASS:

Stories and storytelling can inspire, influence, motivate and engage people where logic and bullet points may not. Think of your own experience. Isn’t it always the story, the anecdote, the example that you remember long after the event?

Business storytelling is storytelling with a business purpose and for business results. Whatever problem you are trying to solve in business - whether you are leading people, selling an idea, creating change, pitching for funds or inspiring people into action, we guarantee that storytelling can help you do it better. Make storytelling part of your wicked solution and watch your results explode!

Gabrielle Dolan and Yamini Naidu are business experts and thought leaders in storytelling.

They will help you:

- Understand business storytelling, a core leadership, communication & influence skill
- Explore the use of storytelling as a tool to inspire action.
- Identify applications for storytelling within your business to solve your wicked problems and create great opportunities.