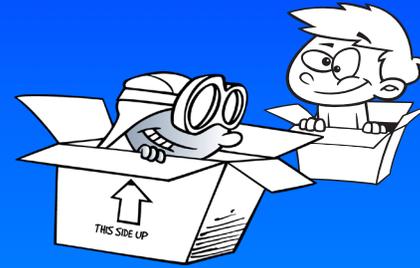


Creative Leadership

through asking the right questions!



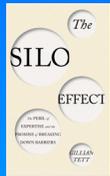
whatagreatidea.com



Help...
we need to
think out of
the box!



“We become
blind to our own
blindness.”



Gillian Tett
Editor, *Financial Times*



“**Curiosity** is the hidden
ingredient in exceptional
leadership.”

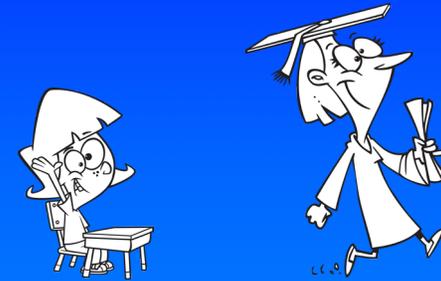
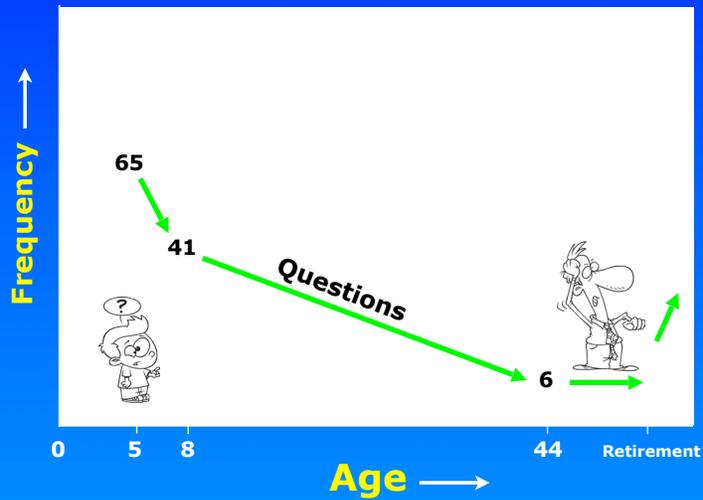


“I have no special talents. I
am only passionately **curious.**”

Successful organizations
that now need help
remember the answers but
forget the questions.

— Dr. Peter Drucker





"We entered school as question marks and graduated as periods."

— Dr. Neil Postman

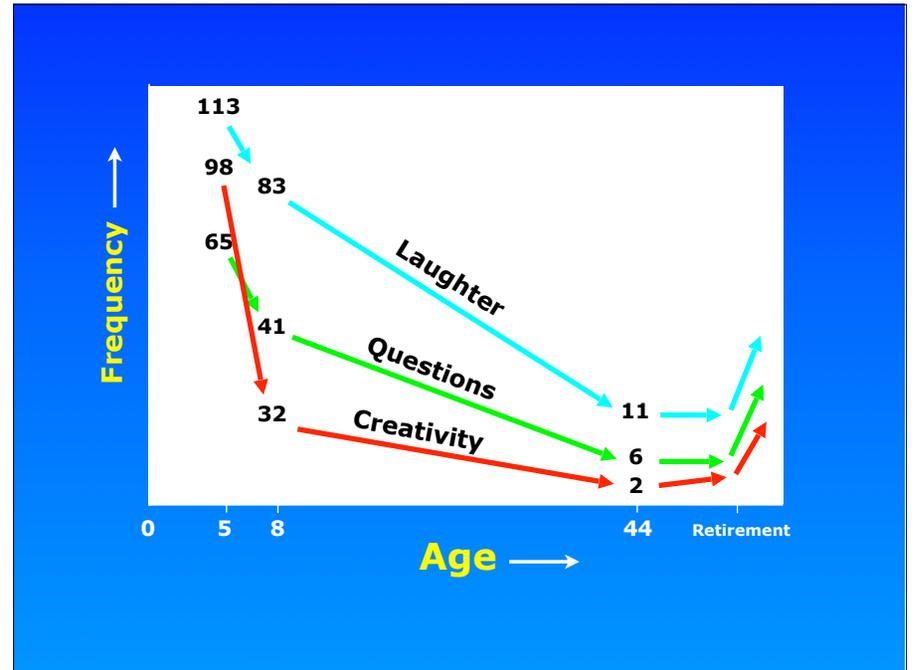
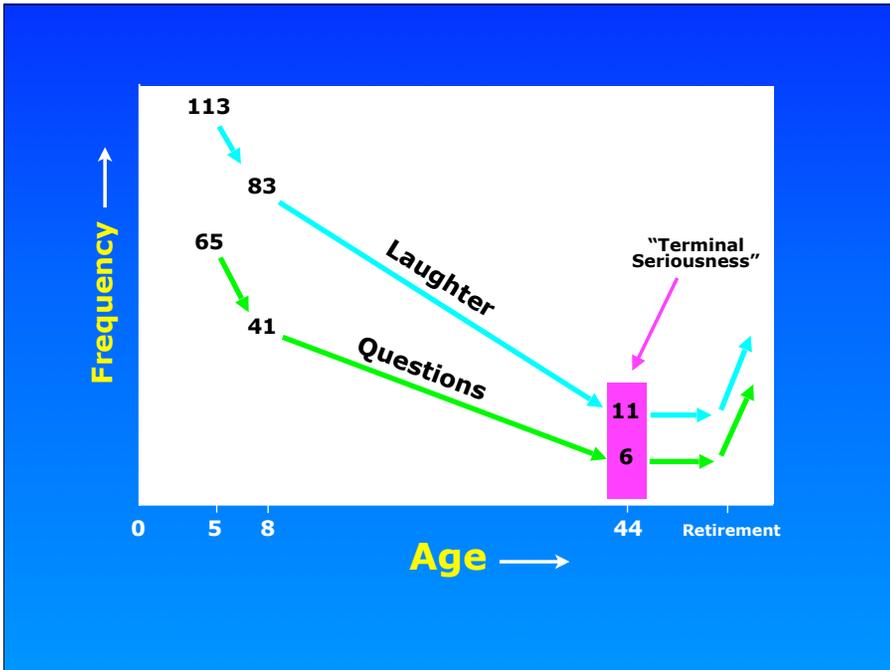
What did you learn today in school?

What questions did you ask today in school?



Why?

Ask "Why?" five times.



YELLOW WHITE

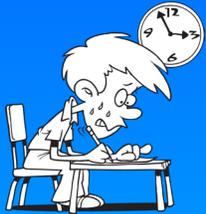
Left brain reads the **words**
 Right brain sees the **colors**

— Dr. Stroop Test for Inhibitory Control

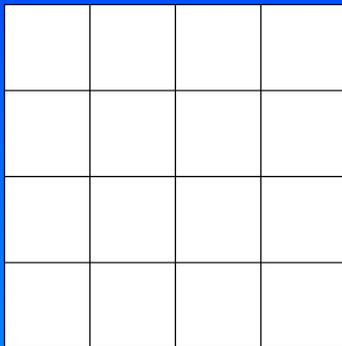


Rules of School

1. One _____ answer.
2. Teacher's always _____ .
3. The answer's in _____ .
4. _____ not on the ceiling.



Look for a **second** right answer.



Look from a **different** perspective.



Look for a **second** right answer.



Safety
Speed
Simplicity
Self Confidence
Shared Vision



What **reduces** confidence?

What **slows** us down?



Think like



What **clouds** our vision?



What **adds** complexity?



Look from a **different** perspective.

Look for a **different** answer this year.

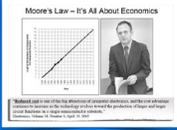
Look for a **second** right answer.



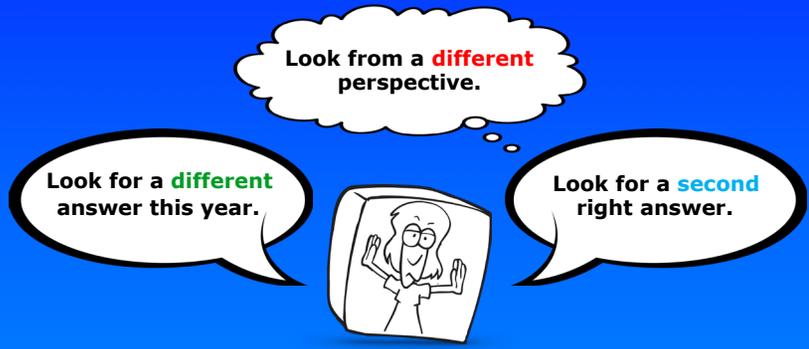




Bezos' Law

Moore's Law



Look from a **different** perspective.

Look for a **different** answer this year.

Look for a **second** right answer.

Strategic Curiosity

Where do you come up with your ideas?



Top 10 "Idea-Friendly" Times

10. Cutting grass
9. Listening to a sermon
8. Waking up in middle of night
7. Exercising
6. Leisure reading
5. During a boring meeting
4. Falling asleep or waking up
3. Sitting on the toilet
2. Driving
1. Taking a bath or shower





How do we come up
with ideas anytime...
anyplace?

CQ + PQ =



Penalty for Failure

CQ= Curiosity Quotient

PQ= Passion Quotient



What's **your** pill bottle?



When something goes wrong,
ask what went **right**.



Ep**o**t



Our cartoons will **never**
go on videotape.

— President, Walt Disney 1976



Positive



Negative

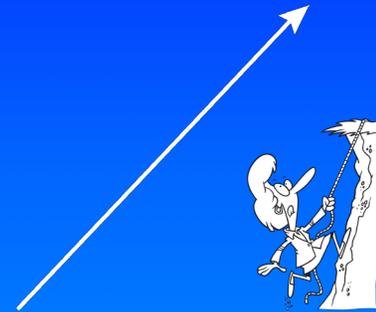
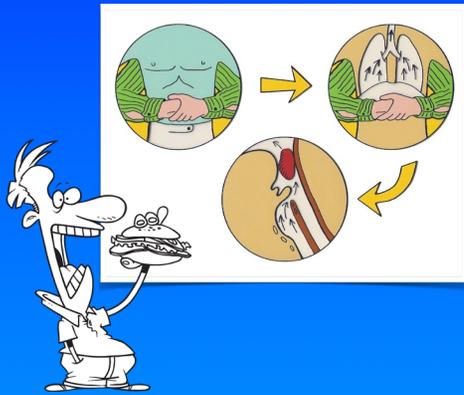


Opportunity



Be **Curious** First...

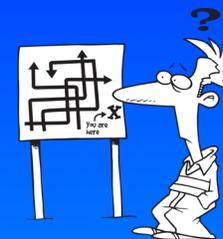
1. Discuss what's **positive** about the idea.
2. Discuss what's negative.
3. "Flip" a negative into an opportunity.



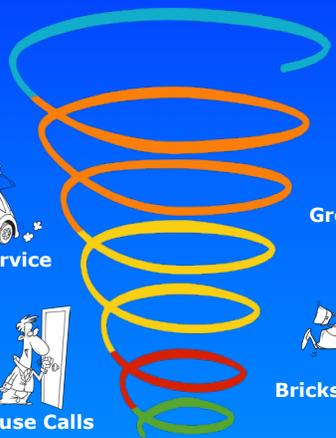
What many think
success looks like.



What **success**
actually looks like.



Ideas don't travel in
straight lines.



A central graphic of a colorful spiral (green, orange, yellow, red, green) on a blue background. The spiral starts at the top and winds downwards.

Click & Mortar

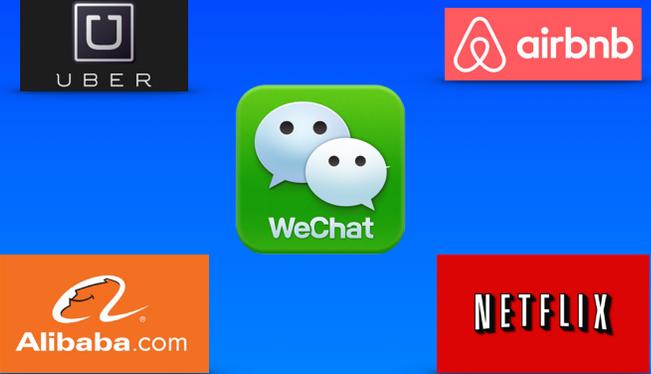
Quick Service

House Calls

Group Purchase

Bricks & Mortar

Creative Destruction



A central graphic of a colorful spiral (green, orange, yellow, red, green) on a blue background. The spiral starts at the top and winds downwards.

UBER

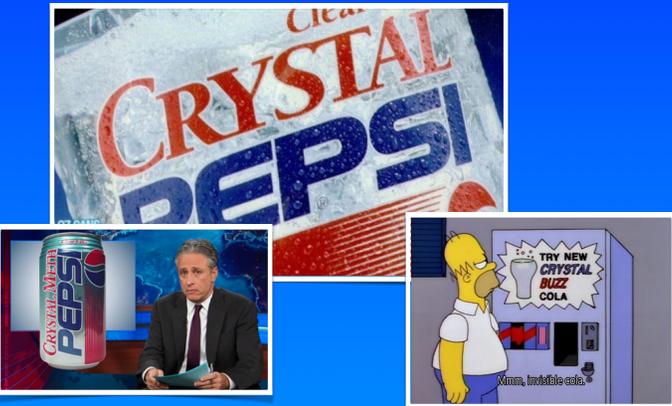
airbnb

WeChat

Alibaba.com

NETFLIX

Creative Construction

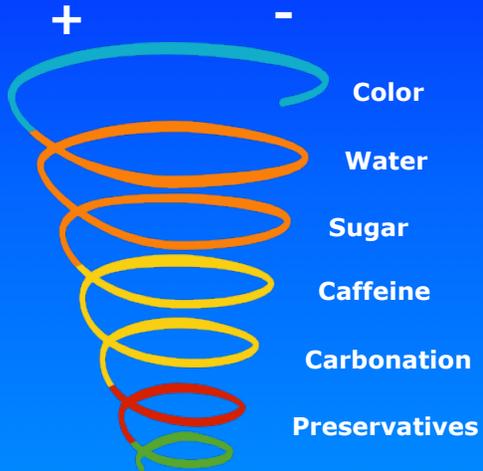


CRYSTAL PEPSI

TRY NEW CRYSTAL BUZZ COLA

Mmm, invisible cola.

PEPSI



A central graphic of a colorful spiral (green, orange, yellow, red, green) on a blue background. The spiral starts at the top and winds downwards.

+

-

Color

Water

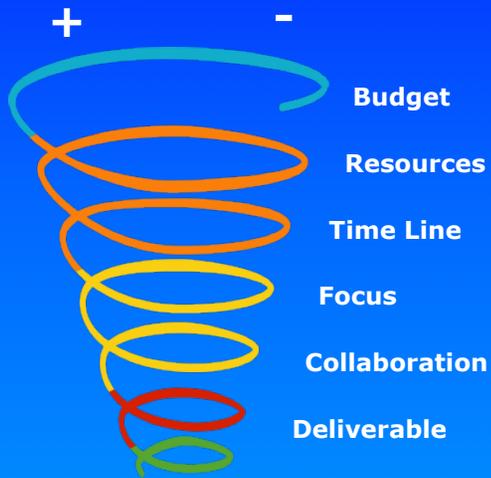
Sugar

Caffeine

Carbonation

Preservatives

PEPSI



1 Ask, what would you **"never"** do?

- 1.
- 2.
- 3.
- 4.



2 Then flip the **"nevers"** into a **Big Idea**.



What do we **want** to look like in 5 years?

- 1.
- 2.
- 3.
- 4.
- 5.



1 What will we **"never"** look like in 5 years?

- 1.
- 2.
- 3.

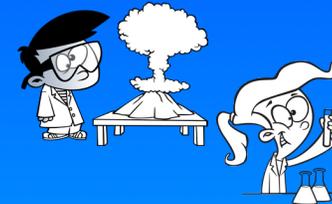
2 What's **right** about the never?

- 1.
- 2.
- 3.



What would "I" **never** do?

"**Children** are the R&D department of the human species."




WAGILabs

Social innovation incubators for kids' ideas

Ages 8-11



www.wagilabs.org

Our $E=mc^2$

(Curiosity + Courage + Connection)^{kids}
= Social Innovation



WAGI = What a Great Idea!

WAGiLabs

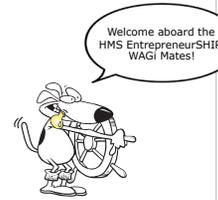
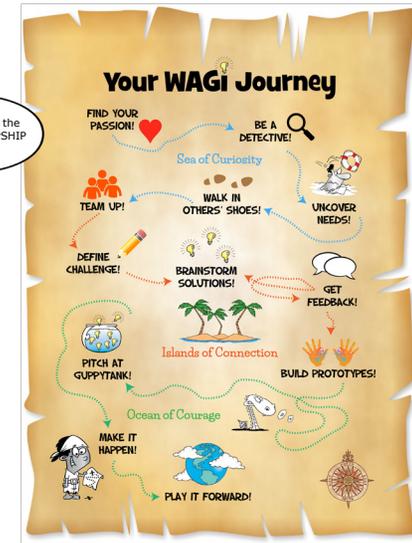
It isn't:

Course
Curriculum
Competitive
Intimidating
Graded
Passive
Teacher-driven
About ME
Protecting ideas



It is:

Challenge
PlayBook
Collaborative
Liberating
Rewarded
Active
Kid-powered
About US
Sharing ideas



Discover more about yourself, the world, and the power of ideas to **IMPROVE LIVES!**



Sneakers



Baby Shoes



High Heels



Flip Flops



Work Boots



Foot Cast



Wheelchair



Bare Feet

Walk in Others' Shoes! Cut-Outs



Emmanuel Jal
Musician, former Child Soldier

