Innovation: another way of looking at it.
From the beginning:
David was a problem,
Creativity, it’s in all of us,
Creativity, it’s in all of us,

…it’s the ability to see something that’s not already there.
To be clear, creativity is,
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...not to be confused with optimism.
Innovation,

- a change in thought process for doing something useful.
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- application of new inventions or discoveries.
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- a change in thought process for doing something useful.

- application of new inventions or discoveries.

- An emergent, radical or revolutionary change in thinking… about products, processes or organizations.
Innovation,

...the pressure is on.
Generating good ideas, ...what does it take?
Start at the end, …

...with the vision.

Self Contained Motorcycle Brake-Warning Light System: Accellight, LLC
Obsessive behavior,

...true, you lose objectivity but gain a clarity, focus, purity of thought.
Design demands, ...

...depth of understanding.
Design feeds on, … cooperation and collaboration.
Design is a process. Really?

...if it is it’s a different one every time.

Reebok Rock Climbing Shoes and In-Store Climbing Trainer
Design is a social study,

...it’s an immersion, a combination of sensory overload and sensory deprivation with scattered outbreaks of feedback.
Accelerants and Inhibitors,

...so many of us have gotten so good at putting out fires, we’ve forgotten how to light them.
Complexity and Stress,

...the antidote to exhaustion is not rest.
Creativity needs space to enter,

...I’m not a big fan of the brain.
Visualizing is creating,

…the power of visualization cannot be understated.
Resistance comes in all forms,

…it will do anything to prevent us from doing our work.
Thank you,