



BECOMING A CREATIVE SUPERHERO

Introduction

Story from the Pixar movie *The Incredibles*

Why creativity matters...now more than ever

Creative superpowers can and must be developed

1% Inspiration (ideas are essential) + 99% Inspiration (implementation makes you super)

How a creative process will increase your creative output

1. Investigate - The Clark Kent (Investigative Reporter) Phase

Understand the problem and the solution is near: research, discovery and inquiry

The Creative Brief

The importance of Superfriends

How to befriend Super Villians

2. Create - The Superman Phase

Rules of flight

Quantity yields quality

Evils of multitasking

Build failure into the process...Michael Jordan video

Creative blocks: how to overcome creative kryptonite

3. Incubate - The Bruce Wayne Phase

Tips of physical nourishment

Tips for creative nourishment: care and feeding of the creative soul

The power of the subconscious mind...Seinfeld *Comedian* video

4. Evaluate & Refine - The Lois Lane Phase

Return to the creative brief

How to narrow from many to few

Wonder Woman lasso of truth

5. Deliver - The Aquaman Phase

Selling internally first

Practice, practice, practice

People respond in kind

Edna Mode *The Incredibles* video

6. Measure - The Daily Planet Phase

Measure vs. Creative Brief

What worked personally, creatively

Kaizen

Conclusion

Q & A

Review the Process

Challenge of Audience: Use Your Powers for Good!