Be Curious First...

“Fostering a Mindset of Innovation”
Help... we need to think out of the box!

The Silo
To master our silos we need to realize how we “unthinkingly” classify the world around us each day and try to imagine alternatives. If we don’t, we become blind to our own blindness.
Look from a different perspective.

Look for a different answer this year.

Look for a second right answer.

Strategic Curiosity
I have no special talents. I am only passionately curious.
CQ + PQ =

Curiosity Quotient  Passion Quotient
AMOXICILLIN 500MG

Take: One capsule three times daily

qty: 30
ref: No
Dr. Smith
disp: 03/27/25 REL
mfr: Geneva
(877) 798-2743
NDC: 02781-3613-05
mfr# 12345670000
TARGET PHARMACY
Minneapolis, MN 55441
What’s your pill bottle?
Man will always find a *complicated* means to perform a simple task.

— Rube Goldberg
My technique is to go from “A to B” using all of the letters.

— Rube Goldberg
You’ll never get a job at DuPont!
When something goes wrong, ask what went right.
What keeps you up at night?

What are the problems that nag at you?
What gets you up in the morning?

What keeps you more committed than ever?
Ideas don’t travel in straight lines.
All behavior consists of **opposites**. Learn to see things backward, inside out, and upside down.

— Lao-Tzu
Success

what people think it looks like

Success

what it really looks like
Creative Destruction

Click & Mortar

Quick Service

House Calls

Group Purchase

Bricks & Mortar
Playboy.com goes PG-13

258% jump in visitors
Average age drops from 47 to 30
February 14th

November 11th

$14.3 Billion
"Mmm, invisible cola."
Preservatives

Color

Caffeine

Sugar

Carbonation

Water

Preservatives
Magic of Opposite Thinking

Opposite ideas might sound:

1. Absurd
2. Contradictory
3. Illogical

Open up possibilities
Break through mental blocks
Pull the rug out from under false assumptions
Primates are distinguished from other creatures by a physical feature known as the *opposable* thumb.
Left brain reads the **words**
Right brain sees the **colors**

— Dr. Stroop Test for Inhibitory Control
What does the left brain **read** in this logo?
What does the right brain **see** in this logo?
“Mental Sweatpants”
“Neuro·bics”
The 30-Day Extreme Brain Makeover

✔ Move watch to other arm
✔ Take a walk
✔ Listen to a new radio/TV station
✔ Drive to/from work a different way
✔ Use mouse with other hand
Look through magazines backwards.
# The **Opposable** Brain

<table>
<thead>
<tr>
<th><strong>Left Brain</strong></th>
<th><strong>Right Brain</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal</td>
<td>Non Verbal</td>
</tr>
<tr>
<td>Details</td>
<td>Big Picture</td>
</tr>
<tr>
<td>Logical</td>
<td>Emotional</td>
</tr>
<tr>
<td>Patient</td>
<td>Spontaneous</td>
</tr>
<tr>
<td>Sequential</td>
<td>Intuitive</td>
</tr>
<tr>
<td>1000 Words</td>
<td>Picture</td>
</tr>
<tr>
<td>Converges</td>
<td>Diverges</td>
</tr>
<tr>
<td>Yes, but...</td>
<td>Yes, <strong>and</strong>...</td>
</tr>
</tbody>
</table>
Yes, BUT!
It’ll NEVER work!
Heavier than air flying machines are impossible!

— Lord Kelvin, Royal Society 1895
If it ain’t BROKE don’t fix it!
Sensible and responsible women do not want the right to vote!

— President Grover Cleveland, 1905
The boss will never go for it!
Who the hell wants to hear actors talk!

— President of Warner Bros, 1927
We tried THAT before!
Groups with guitars are on the way out!

— Decca Records 1962
Yes, and
The “answer” is the question.

— Dr. Jonas Salk
Polio Vaccine
The **answers** to my challenge already exist, I just haven’t asked the right questions or seen the right stimuli.

— Dr. Jonas Salk  
Polio Vaccine
What do you want to be when you grow up?
What challenge do you want to solve?
Our cartoons will never go on videotape.

— President, Walt Disney 1976
Learn to ask, “Why?” in a manner which conveys “Please, tell me more.”
What did you **learn** today in school?  
What **questions** did you ask today in school?
When you’re STUCK!

Make a list of what \textit{wouldn’t happen next} in the script. The material to get you unstuck will show up.
What would we never do?

1. 
2. 
3. 
4. 
5. 

Then flip the never into a really cool big idea.
What would I never do with an employee I don’t get along with?

Take them on my next business trip!
What would “I” never do?
The WAGi.lab

A social innovation incubator for kids’ ideas
ages 7-10

www.wagilab.org
(Curiosity + Courage + Connection)
Values:

- Dream Big
- Experience Wonder
- Take a Leap
- Get Messy

Our mascot, "Wagi" is our tireless inspiration for living our values everyday.
Steps:

1. Be a detective...
2. Discover a need to fill
3. Brainstorm possible solutions
4. Act on feedback
5. Get messy... build a prototype
6. "Pitch" your idea
7. Make it happen
8. Repeat with others

How to change the world one idea at a time!
Pitch:

Guppy Tank

Watch how kids sell their ideas with passion, mentors and crowdfunding AND then make their ideas into reality.
Games:

Ideas for Humanity

The game where YOU can change the world!
Opposites help us see our blind spot?
What do we want to look like in 5 years?

1.

2.

3.

4.

5.

6.

7.
What will we \textbf{never} look like in 5 years?

1. 
2. 
3. 

What’s \textbf{right} about the never?

1. 
2. 
3.
What would we “never” do to attract students to our programs?

1.
2.
3.
4.
5.
6.
7.

Is there anything “right” hidden inside the never?
Abandoning the obsolete, the irrelevant, or the program with promise that never materialized is the key to innovation.

— Peter Drucker
Start/Stop Brainstorm

What should I start doing?
What should I stop doing?
What should I keep on doing?
What should I do differently?
Seinfeld
The Opposite Episode
26 - 63 = 1

Can you make this equation correct by moving only one digit?

Hint: (-) and (=) are signs not digits and you can only move digits.
$2^6 - 63 = 1$