

CHANGING MINDSET & CULTURE (Affective Skills)						ACTIONS (Cognitive Skills)
CREATIVITY KILLERS	Affective block	Environmental block	CREATIVITY RESCUERS	Affective mindset	Environmental climate	INNOVATION ACTIVATORS
OPPRESSION Think of how oppressive approaches and systems can block the desire and ability to think creatively, and how it can lead to and grow out of a crippling fear which inhibits the creative growth process.	Fear <i>eg fear of failure, fear of taking risk</i>	Control <i>eg bureaucracy, oppressive structures, bullying leadership styles</i>	LIBERATION A positive growth cycle is only possible where individuals feel free to express themselves and open to question the current systems and approaches, and where the systems in place will ultimately support growth.	Freedom <i>Curiosity & tolerance for ambiguity</i>	Courage <i>Environ-ment that allows for imagination</i>	ENQUIRE Question + Challenge
RESTRICTION This is where we can start to feel trapped, and can become stuck with thinking 'inside the box'. The stage of restriction keeps us thinking along the same lines we have always thought along, keeps us behaving habitually, doing what is safe and inside our comfort zone – what has always been done before rather than giving us freedom to explore.	Pressure <i>eg from stress, multitasking& expect-ations</i>	Insulation <i>eg homogen-eity, lack of diversity, access to biased information sources</i>	INITIATION Individuals and teams will start to come up with original and creative ideas when they feel they are respected and all opinions and ideas will be valued.	Independence <i>Openness to novelty, ability to imagine & ability to think broadly</i>	Openness <i>Environment that is open to all ideas & options</i>	EXPLORE Brainstorm + Diversify
DEGENERATION Once we are on this negative path, we start to give up and often apathy sets in – which is a destructive mindset that can lead to a toxic culture. At this point there can be no motivation or drive to make any changes.	Apathy <i>eg lack of initiation, motivation & drive</i>	Disconnection <i>eg lack of engagement, poor retention</i>	MOTIVATION The more directly involved people are in the creative thinking process, the more engaged and motivated they will be in continuing to generate positive ideas and find positive solutions. This will develop the sort of passion that really drives innovation and ensures the creative process will be seen through to completion through a committed perseverance.	Passion <i>Intrinsic motivation to persevere with looking for potential solutions through connecting ideas</i>	Engagement <i>Environment that empowers & engages</i>	SOLVE Separate + Connect
DESTRUCTION People will give up, and a rapid deterioration will become evident in individuals and organisations where the sort of narrow-mindedness and pessimism that completely stifles growth is allowed to set in.	Narrow-Mindedness <i>eg blinkered expertise, prejudice</i>	Pessimism <i>eg negativity, lack of hope, lack of trust</i>	TRANSFORMATION Individuals and organisations can be transformed when there is a flexibility in place that ensures all potential applications can be tested and adapted as needed, and the optimism that develops at this stage will ensure that potential solutions become useful application on an ongoing basis.	Flexibility <i>Tolerance of complexity & risk + optimistic outlook</i>	Positivity <i>Environ-ment that supports ongoing growth</i>	APPLY Test + Implement