

Unleashing WOW! *Action Pack*



Welcome to the **UNLEASHING WOW!** Action Pack

Congratulations on taking the next step in your creative journey! This Action Pack is your secret weapon—a vibrant collection of worksheets and templates designed to bring the ideas from the **UNLEASHING WOW!** book to life.

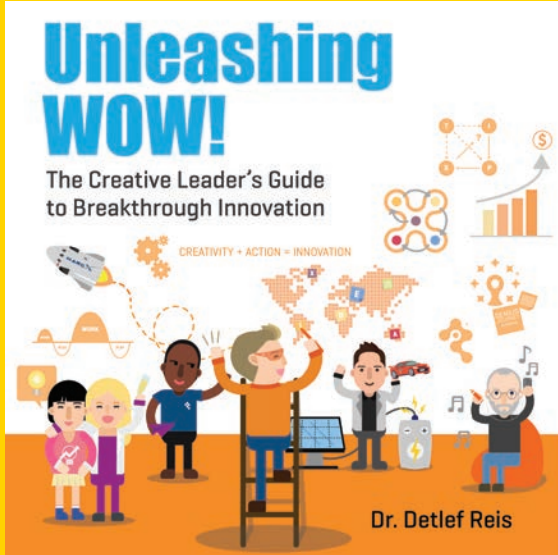
But these aren't just any templates—they're your creative toolkit, ready to spark fresh ideas, fuel dynamic discussions, and capture the insights that will propel your team forward. Use them to supercharge your meetings, workshops, and brainstorming sessions with fresh energy and innovative thinking.

Think, act, create. Then, repeat.

Dr. D of Thinkergy

UNLEASHING WOW! — CHAPTER 1: THE INNOVATION ENVIRONMENT

THE GRAND PICTURE (I)

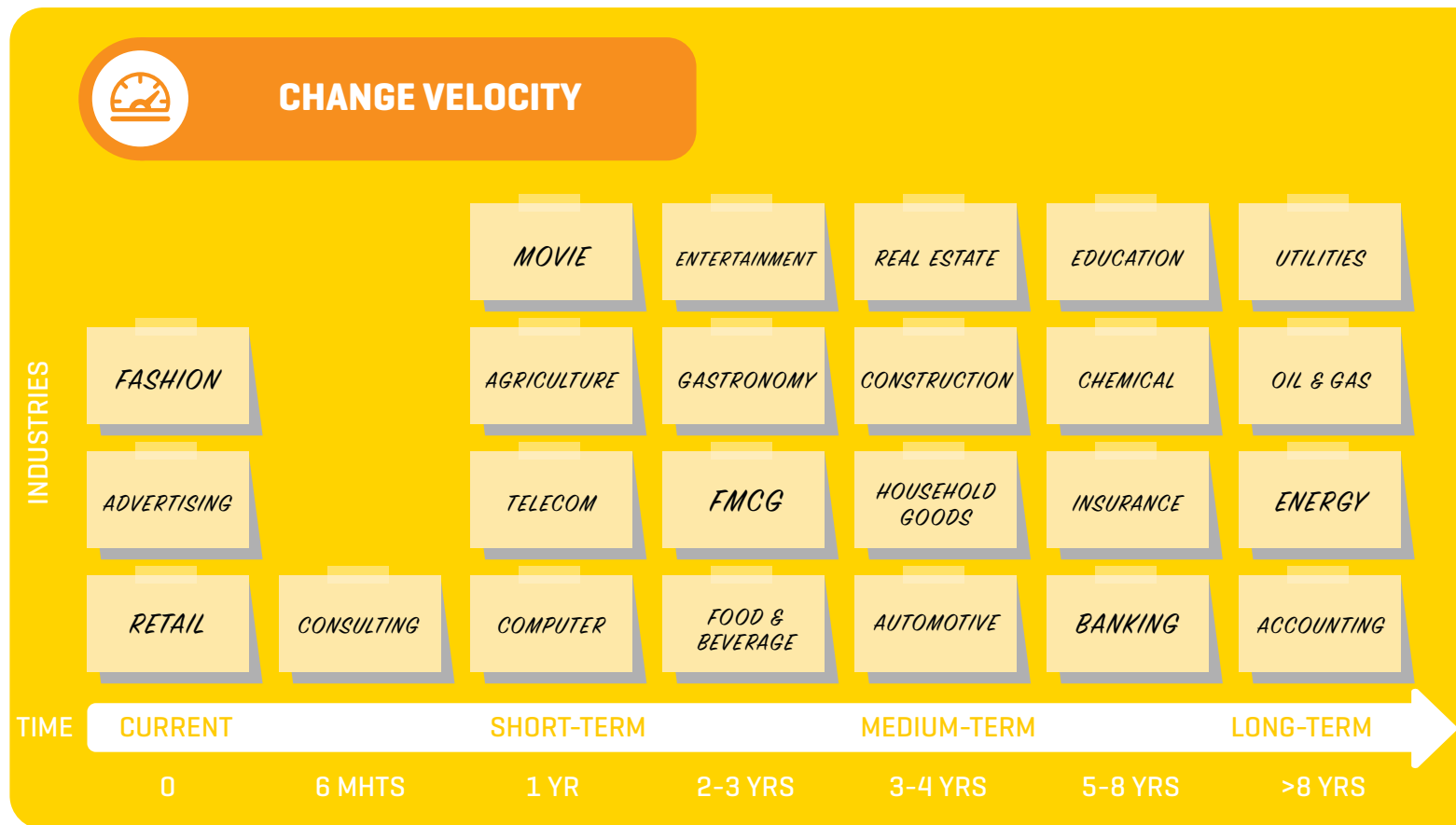


UNLEASHING WOW! CREATIVE ACTION PACK EXERCISE TITLE	UNLEASHING WOW! BOOK SECTION	SECTION TITLE
HOW <u>FAST</u> DOES YOUR INDUSTRY INNOVATE?	1.5	CYCLICALITY: RIDING THE CYCLES OF CHANGE
WHAT SEASONS ARE YOU IN?	1.5	CYCLICALITY: RIDING THE CYCLES OF CHANGE
HOW DO YOU PLAN TO RIDE THE SIXTH WAVE?	1.5	CYCLICALITY: RIDING THE CYCLES OF CHANGE
WHAT STAYS THE SAME WHILE EVERYTHING CHANGES?	1.7	THE MORE THINGS CHANGE, THE MORE THEY STAY THE SAME
HOW DO YOU FORESEE DEMOGRAPHIC CHANGES IMPACT YOUR BUSINESS BY 2035? SO WHAT?	1.8	INVITE THE WORLD TO A PARTY

HOW FAST DOES YOUR INDUSTRY INNOVATE?

In our category / industry:

- How fast do things change in general?
- How do you define what time intervals are short-term, medium-term and long-term?
- To what extent has the tempo increased in recent years?
- What is the time to market [TTM] for an innovative new product?
- Are TTMs shortening?
- How long is the payback period for an innovative new product?
- Are payback periods lengthening?



HOW FAST DOES YOUR INDUSTRY INNOVATE?

INDUSTRY VELOCITY [Time frames]

OVERALL CHANGE VELOCITY:

- How fast do things change in our category or industry?
- To what extent has the tempo increased in recent years?

INNOVATION VELOCITY [Time-related Innovation KPI]

Industries / Categories	Short-term	Medium-term	Long-term
High-tech	1-3m	3-18m	18-36m
Utilities	1-2 years	2-4 years	4-10 years
Your industry			
_____	_____	_____	_____

KPIs	Time to market	Time to Break-even	Innovation Cycle Time	Innovation Cycle Time
Industries / Categories	Time taken from the inception of an idea until its commercial release	Time taken for the revenue from a new product to equal the costs for development and launch	Total time taken to develop a new innovation from the initial concept to final execution	Total time taken to develop a new innovation from the initial concept to final execution
Fashion	A few weeks to a couple of months			
Aircrafts	5-10 years			
Your industry				
_____	_____	_____	_____	_____

WHAT SEASONS ARE YOU IN?

Time has seasons:

In which cyclical season
[spring-summer-autumn-winter] is:

- ★ Your key product?
- ★ Your category / industry?
- ★ Your company?
- ★ The economy of your key market?

So what?

What does this mean for you?
And for your innovation initiatives?

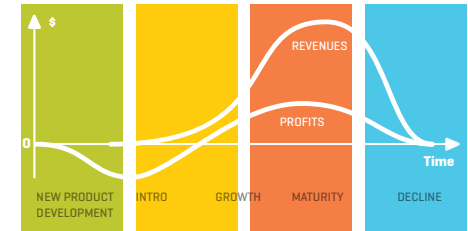
SEASONAL CYCLE

[12 months duration, equal stages of 3 months]



PRODUCT LIFE CYCLE

[years; upfront stages shorter than later stages]



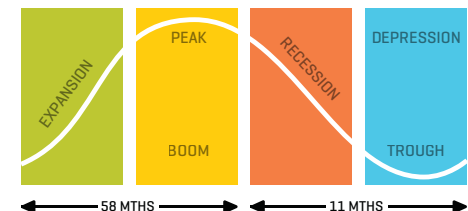
COMPANY LIFE CYCLE

[decades, upfront much stages shorter than later ones]



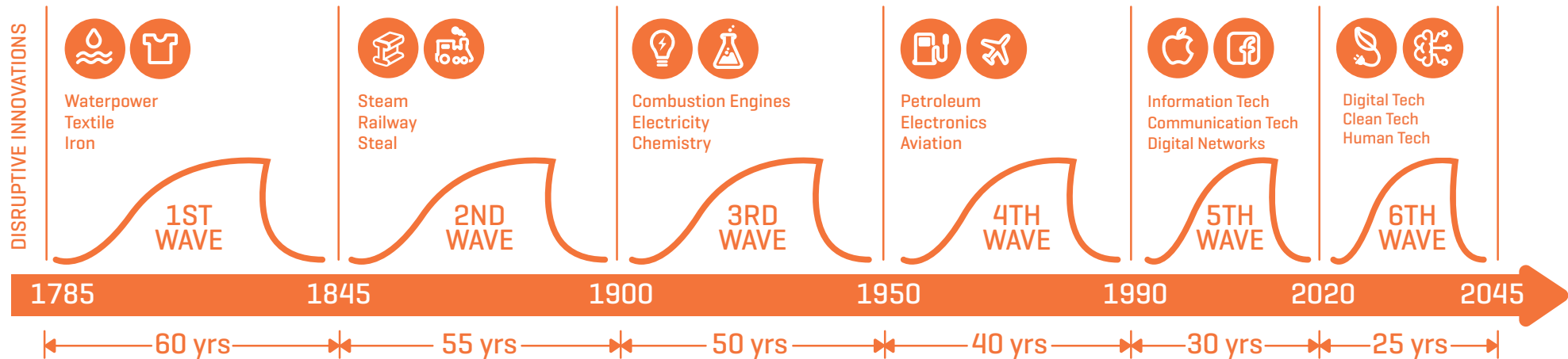
BUSINESS CYCLE

[ca. 6 years; later stages shorter than early stages]



HOW DO YOU PLAN TO RIDE THE SIXTH WAVE?

- How to make our business ride the Sixth Wave of Technology Innovation after we've started a new lead-technological long cycle around 2020?
- Which of the three evolving tech spaces do we want to focus on?



WHAT **STAYS THE SAME** WHILE EVERYTHING CHANGES?

- What are the vital few core human values and core human activities that your business caters to that stay the same, regardless of changes in how we satisfy them?
- How can we innovate by better catering to this human core?

CORE HUMAN NEEDS & ACTIONS [What we do]

'
'
'
'
'

**HUMAN
ESSENCE**
[CORE NEEDS & ACTIONS]
[CORE VALUES]
What we do
Why we do it

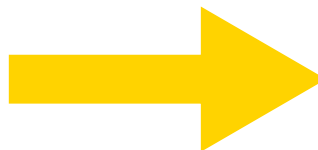
CORE HUMAN VALUES [Why we do it]

'
'
'
'
'

CONSTANT

CHANGE

HOW DO YOU FORESEE DEMOGRAPHIC CHANGES IMPACT YOUR BUSINESS BY 2035? SO WHAT?

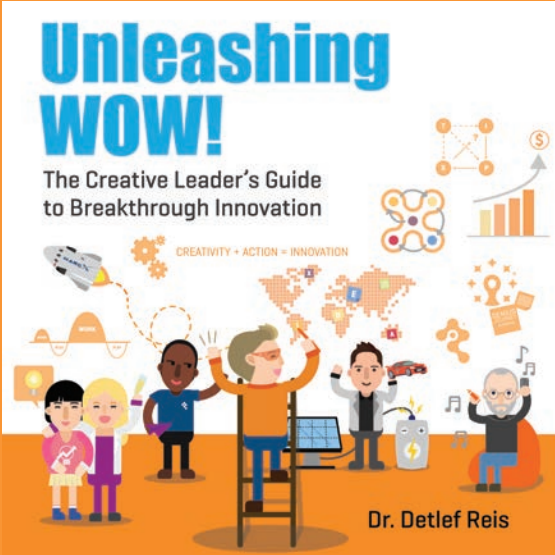


	Now		Future	
	2024 [Actual]	20____ [Actual]	2035 [Estimated]	2050 [Estimated]
World Population [millions]	7,950		9,770	9,900
Population >60 years	918 [11.5%]		2,130 [21.8%]	3,160 [31.9%]
Population >80 years	145 [1.8%]		236 [2.4%]	573 [5.8%]

- To what extent will demographic changes [population growth or decline, aging population] in the next 2-3 decades affect your business overall? In your key markets?
- How do demographic changes impact the following business factors: Your supplies? Your workforce? Your mix of value propositions [products, services, solutions, experiences]? Your innovation strategy?
- How can you evolve your value propositions, customer focus, or geographical set-up to ride demographic trends?

UNLEASHING WOW! — CHAPTER 2: THE CORE PRINCIPLES OF INNOVATION

THE BIG PICTURE (I)



UNLEASHING WOW! CREATIVE ACTION PACK EXERCISE TITLE	UNLEASHING WOW! BOOK SECTION	SECTION TITLE
HOW DO YOU DEFINE: CREATIVITY? INNOVATION?	2.1 2.3	CREATIVITY DEFINED THE INNOVATION FORMULA
HOW MUCH DO YOU INVEST IN INNOVATION? HOW DO YOU SPEND IT? HOW EFFECTIVE IS IT?	2.7	HOW INNOVATION AFFECTS FINANCIAL PERFORMANCE
WHAT INTELLECTUAL PROPERTY DO YOU OWN?	2.8	WHY AND HOW TO PROTECT YOUR INTELLECTUAL PROPERTY

HOW DO YOU DEFINE: CREATIVITY? INNOVATION?

NOW: YOUR DEFINITIONS

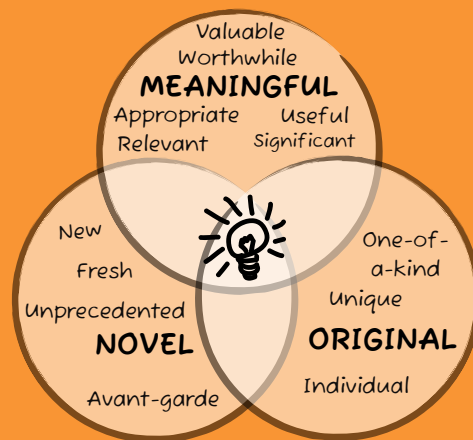
CREATIVITY :=

...

INNOVATION :=

...

FUTURE: ADOPT THINKERGY'S INNOVATION FORMULA



(NOVEL $\cap$ ORIGINAL $\cap$
MEANINGFUL) IDEAS =

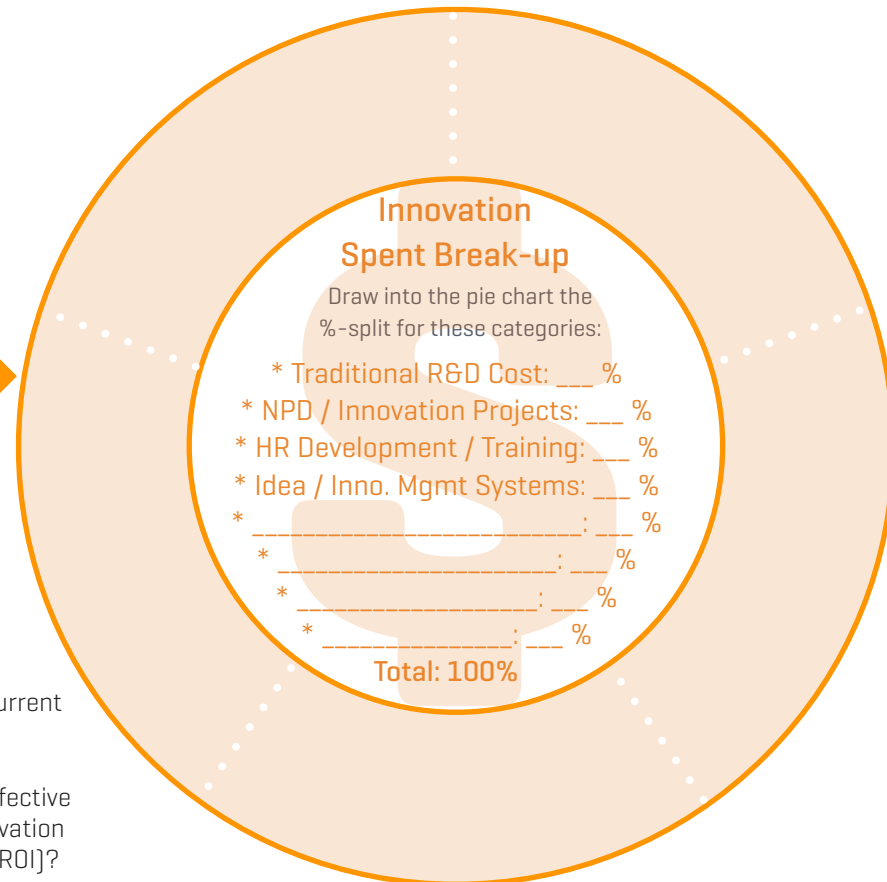
CREATIVITY + ACTION = INNOVATION



thinkergy
know how to wow

HOW MUCH DO YOU INVEST IN INNOVATION? HOW DO YOU SPEND IT? HOW EFFECTIVE IS IT?

	Past	Now	Future
	Last Year ----- [Actual]	This Year ----- [Budgeted]	Next Year ----- [Planned]
Total Revenues			
Total Innovation Investments			
Innovation Investments / Revenues [%]			



How effective is your current innovation spending?

What could be more effective ways to boost our innovation return on investment [ROI]?

WHAT INTELLECTUAL PROPERTY DO YOU OWN?

- To what extent do you actively protect & manage your Intellectual Property [IP]?
- What IP types do we use, and in what form?

NOW: 20____ [Actual]

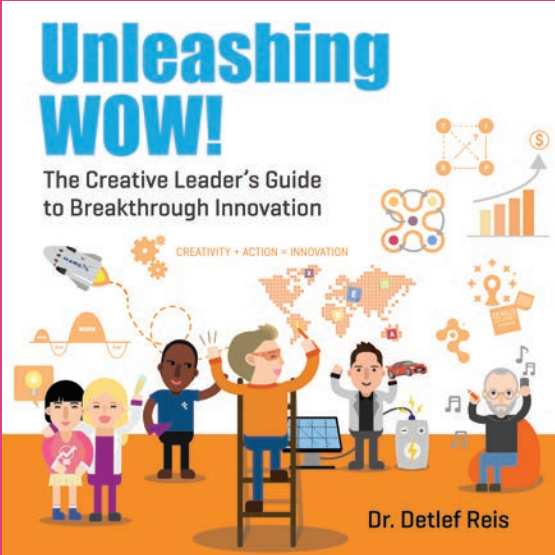
IP	Patents	Registered Trademarks	Industrial Design Rights	Copyrights Registered
# Registered				
# Unregistered				
# TOTAL				



FUTURE: 20____ [Target]

IP	Patents	Registered Trademarks	Industrial Design Rights	Copyrights Registered
# Registered				
# Unregistered				
# TOTAL				

UNLEASHING WOW! — CHAPTER 3: THE CORE PRINCIPLES OF INNOVATION THE RULES OF THE INNOVATION GAME *THE BIG PICTURE [II]*



UNLEASHING WOW! CREATIVE ACTION PACK EXERCISE TITLE

WHAT INNOVATION TYPES DO YOU FOCUS ON?

HOW MUCH IMPACT DO YOUR INNOVATIONS MAKE?

DIFFUSION OF INNOVATION & THE INNOVATION ADOPTION CURVE: WHAT DOES IT MEAN FOR YOU?

MASTERING THE DILEMMA OF INNOVATION MANAGEMENT THROUGH A FUNCTIONAL FOCUS

UNLEASHING WOW! BOOK SECTION

2.6
3.1

3.2

3.3

3.7

SECTION TITLE

MODERN INNOVATION TYPES
THE TEN RULES OF THE INNOVATION TYPES GAME

INNOVATION IMPACT TYPES: HOW MUCH
INNOVATION DO YOU WANT TO HAVE?

INNOVATION ADOPTION: HOW FAST DO YOU EMBRACE
INNOVATION?

RESOLVING THE DILEMMA OF INNOVATION MANAGEMENT

WHAT INNOVATION TYPES DO YOU FOCUS ON?

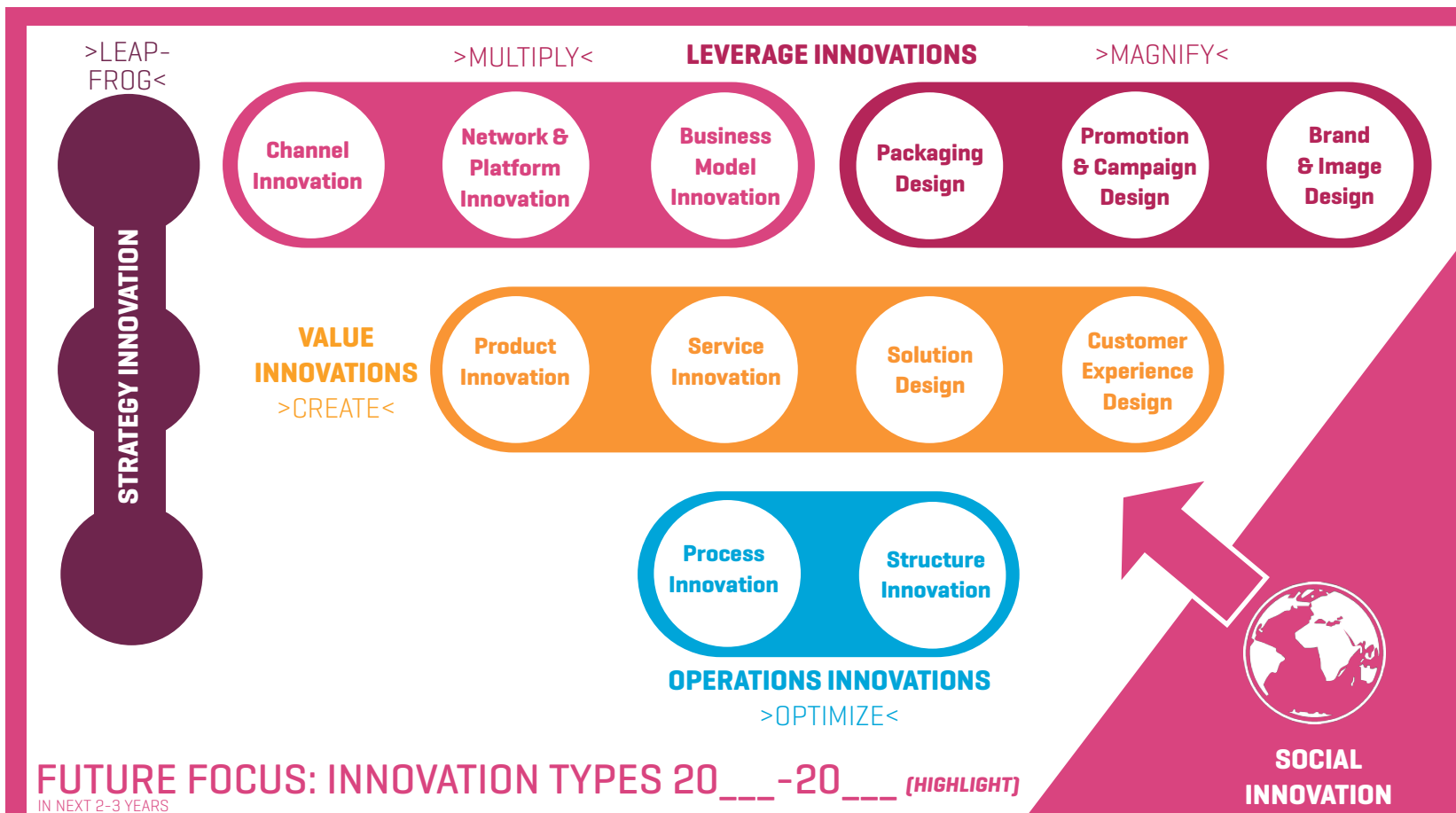
☒ TICK OFF ALL THAT APPLY

- ☐ BUSINESS MODEL INNOVATION
- ☐ BRAND DESIGN
- ☐ CHANNEL INNOVATION
- ☐ CUSTOMER EXPERIENCE DESIGN
- ☐ NETWORK & PLATFORM INNOVATION
- ☐ PACKAGING DESIGN
- ☐ PROCESS INNOVATION
- ☐ PRODUCT INNOVATION
- ☐ PROMOTION & CAMPAIGN DESIGN
- ☐ SERVICE INNOVATION
- ☐ SOCIAL INNOVATION
- ☐ SOLUTION DESIGN
- ☐ STRATEGY INNOVATION
- ☐ STRUCTURE INNOVATION

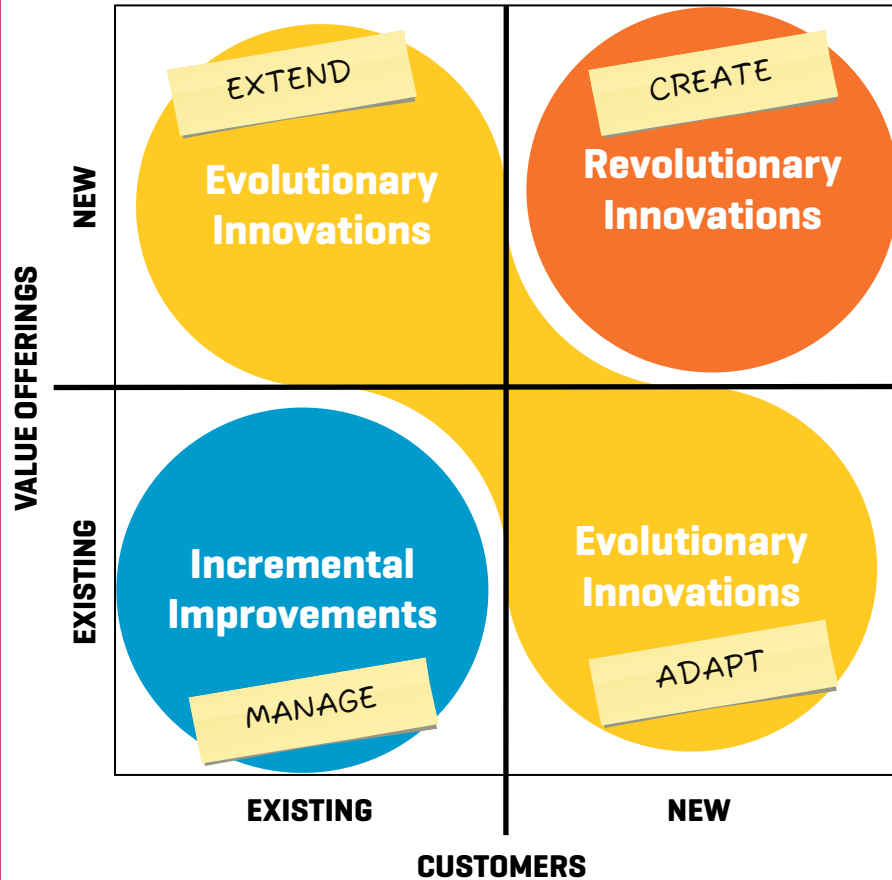
INNOVATION TYPES

20____-20____

FOCUS IN THE LAST 2-3 YEARS



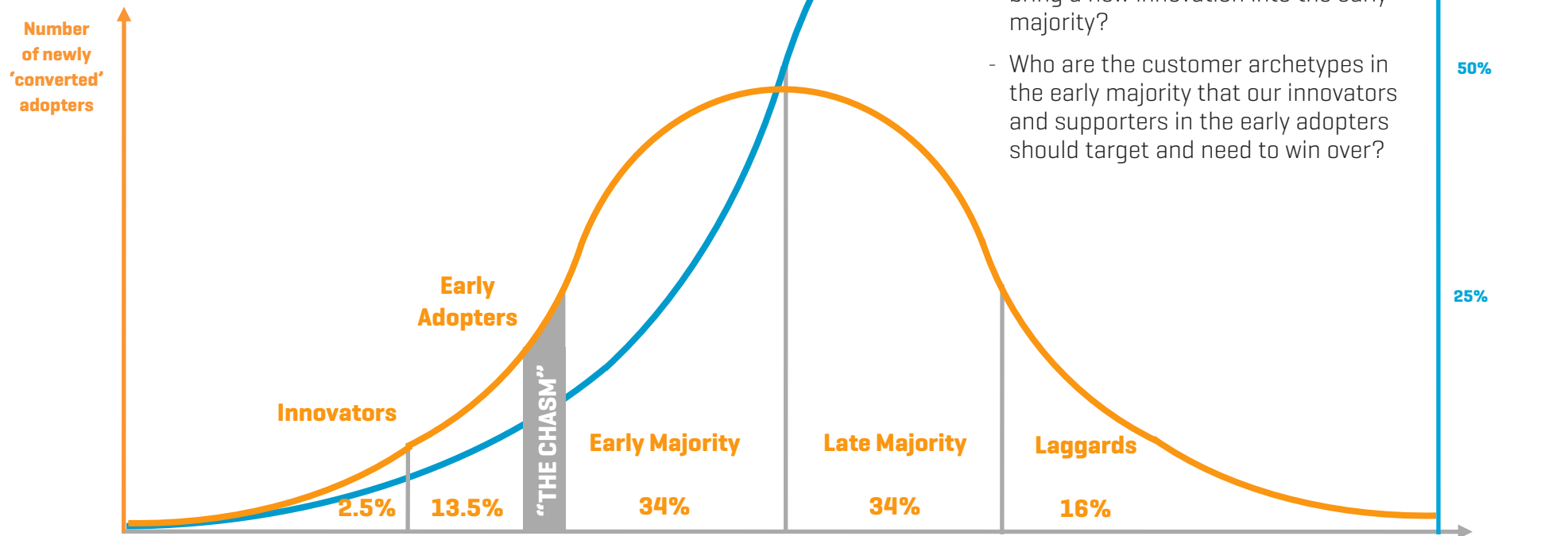
HOW MUCH **IMPACT** DO YOUR INNOVATIONS MAKE?



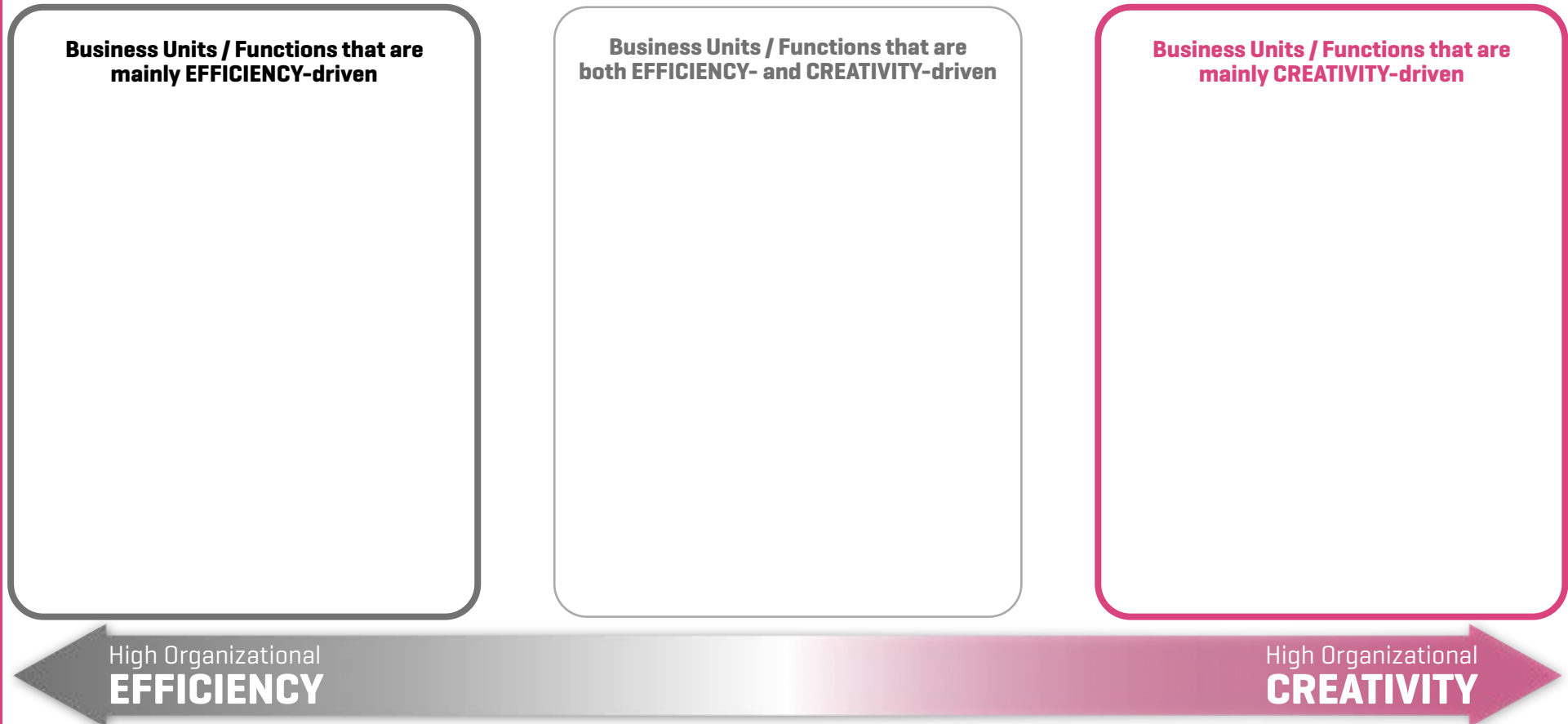
- Look at the portfolio of innovation initiatives that you successfully activated in the past 2-3 years. What is the percentage for each of the following impact categories: Incremental improvements — Evolutionary Innovations [Extend - Adapt] — Revolutionary innovations?
- What should the proportional split for these impact categories look like for your innovation initiatives in the next 2-3 years?

INNOVATION IMPACT	UP-TO NOW [Last Years]	FUTURE [Next Years]
INCREMENTAL	_____ %	_____ %
EVOLUTIONARY [EXTEND]	_____ %	_____ %
EVOLUTIONARY [ADAPT]	_____ %	_____ %
REVOLUTIONARY	_____ %	_____ %
	100%	100%

DIFFUSION OF INNOVATION & THE INNOVATION ADOPTION CURVE: WHAT DOES IT MEAN FOR YOU?

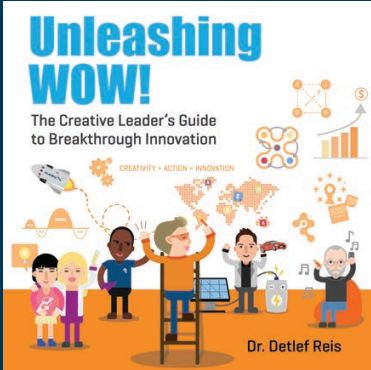


MASTERING THE DILEMMA OF INNOVATION MANAGEMENT THROUGH A FUNCTIONAL FOCUS



UNLEASHING WOW! — CHAPTER 4: INNOVATION PROCESS & TOOLS

SMALL PICTURE [1]

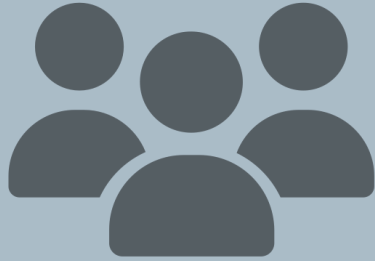


UNLEASHING WOW! CREATIVE ACTION PACK EXERCISE TITLE	UNLEASHING WOW! BOOK SECTION	SECTION TITLE
WHAT IS OUR INNOVATION PROJECT- TRACK RECORD IN THE LAST 3 YEARS?	4.1	INNOVATION: IT'S ALL ABOUT MASTERING PROCESS AND PROJECTS
TO WHAT EXTENT DO YOU INVOLVE EXTERNAL PARTIES IN YOUR INNOVATION PROJECTS?	4,1	INNOVATION: IT'S ALL ABOUT MASTERING PROCESS AND PROJECTS
WHAT INNOVATION PROCESS METHOD DO WE USE? WHY?	4.2	INNOVATION PROCESS METHODS: WHAT? WHY? HOW?
WHAT INNOVATION THINKING TOOLS DO YOU KNOW? AND HOW REGULARLY DO YOU USE THEM?	4.3	UNDERSTANDING THE INNER WORKINGS OF THINKING TOOLS AND CREATIVITY TOOLS
HOW DO YOU INTERACT IN INNOVATION PROJECTS?	4.5	IT'S NOT ONLY WHAT TOOLS YOU USE, BUT HOW YOU USE THEM
HOW DO YOU CREATE WOW IDEAS?	4.7	WHY USING ONLY ONE CREATIVE PROCESS STAGE LEADS TO DULL IDEAS
GRIDS FOR IDEAS & INSIGHTS	4.6	X-IDEA: INTRODUCING THE KNOW-HOW OF WOW
DO YOU HAVE AN INNOVATION PIPELINE? HOW IS IT STRUCTURED AND SET-UP?	4.6	X-IDEA: INTRODUCING THE KNOW-HOW OF WOW

WHAT IS OUR INNOVATION PROJECT- TRACK RECORD IN THE LAST 3 YEARS?



How many innovation
projects did we do in the
past 3 years?



How many of our
PEOPLE were involved:

In total?
In average per project?



How much TIME did
we invest for the projects:

Total time investment?
Longest project?
Shortest Project?
Average duration?



How many top ideas:

Did enter our
innovation pipeline?

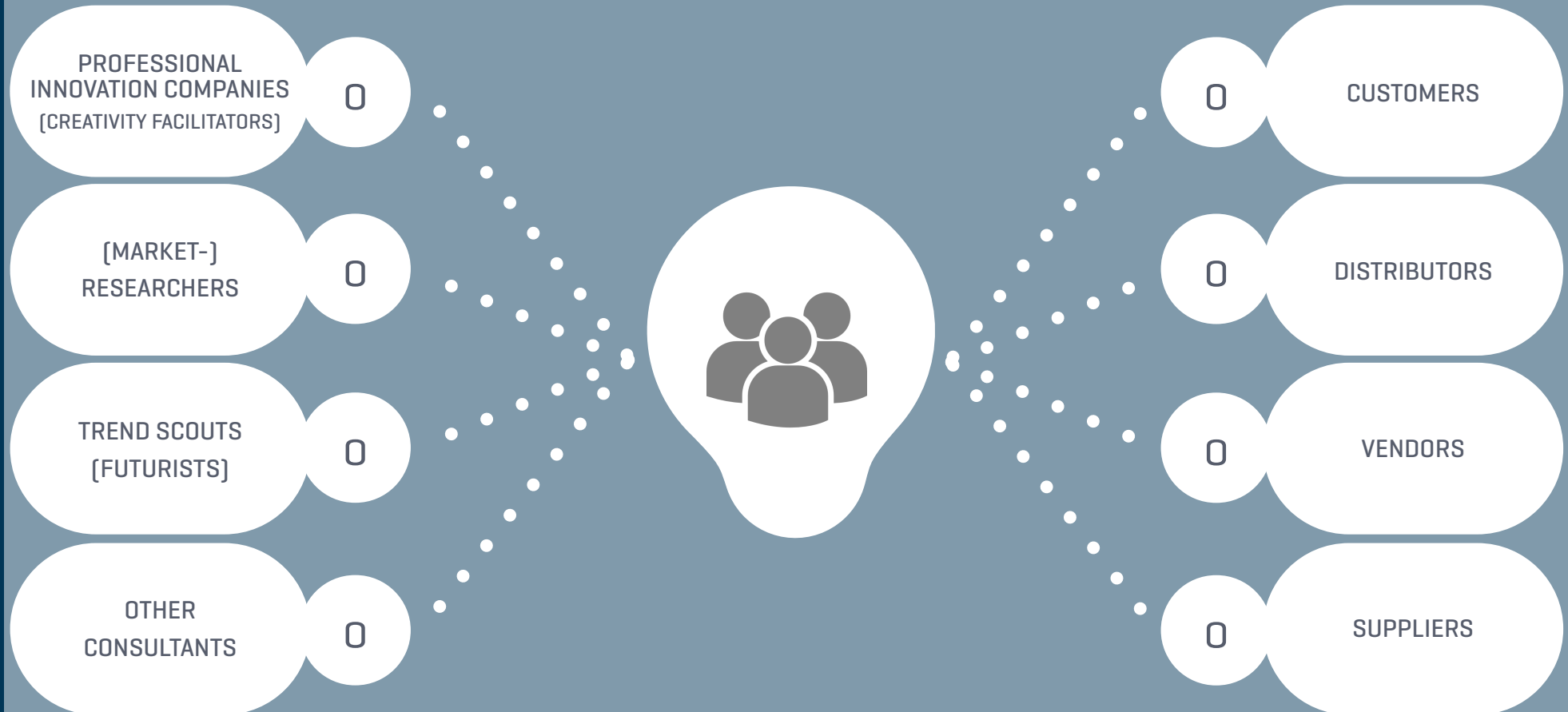
Were implemented?



How did the
implemented top ideas
impact our bottomline?

What's our innovation
project ROI?

TO WHAT EXTENT DO YOU INVOLVE **EXTERNAL** PARTIES IN YOUR INNOVATION PROJECTS?



WHAT INNOVATION PROCESS METHOD DO WE USE? WHY?

- What innovation process methods do we know?
- What innovation process are we currently using?
How many process stages, and steps within a stage, does it have?
- How effective is it? How do we know it is effective — and that we are not just patting ourselves on our own backs?

INNOVATION PROCESS METHODS WE KNOW
[note down names and *highlight* favorite method]

Design of our favorite
innovation method

Key Process Stages

1



2



3



4



5



6

More Steps in a Stage

a

b

c

a

b

c

a

b

c

a

b

c

a

b

c

a

b

c

HOW DO YOU INTERACT IN INNOVATION PROJECTS?



- * How do you typically interact with each other —and communicate ideas and outputs— in an innovation project?
- * To what extent do you play on the full spectrum of innovation communication styles to enhance the quantity and quality of your outputs in an innovation project or its creative process stages?

Innovation Interaction & Communication Styles Matrix

People Categories	# of people	Writing outputs	Output Types & Materials	Facilitation Tips & Tricks
Solo	1	Individual writing	Blank paper [sheets, flip charts]	Rotate members
Buddy Pair	2	Collective one-for-all	Special Worksheets [Paper, Posters]	Rotate exercises
Small Group	4-5	Collective all or several writing in parallel	Post-it notes	Exchange sheets
Team	6-10	Recording of verbal outputs	Digital notes	Split-in half

INNOVATION COMMUNICATION STYLES:

✓ *Tick all that apply*

- Solo Brainwriting
- Pool Brainwriting
- Team Brainwriting
- Buddystorming
- Body-Storming
- BrainStorming
- Round-Robin Brainstorming
- Think-Pair-Share

HOW DO YOU CREATE WOW IDEAS?



	Time per session	Teams per session	Heads per team
Commitments	___ h ___ min	_____	_____

- * How much resources do you commit for a creative session in average?
- * How many ideas do you usually produce in the creative phase?
- * How many of these ideas are truly intriguing [i.e. either really interesting or wild]?

# Ideas per Creativity Session			_____
Thereof: Interesting Ideas	Thereof: Wild Ideas	Thereof: Normal Ideas	Total
_____ %	_____ %	_____ %	100%

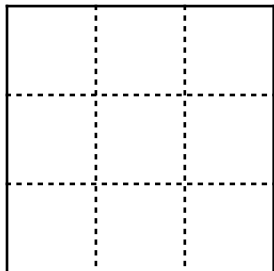
# Creativity Tools Used:		_____
Names of Creativity Tools Used:		
☐ Brainstorming	☐	
☐	☐	
☐	☐	
☐	☐	
☐	☐	

- * What creativity tools do you use [other than “brainstorming”]?
- * What creative process method do you use?
How many separate creative stages does it have?

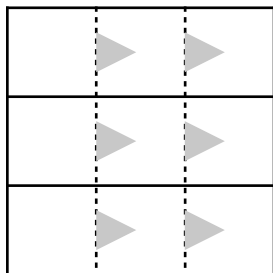
Creative Process Method	# Creative Stages	Creative Stages Names
Design Thinking	1	Ideation
X-IDEA	2	Ideation Development
Your Method: _____	_____	

GRIDS FOR IDEAS & INSIGHTS

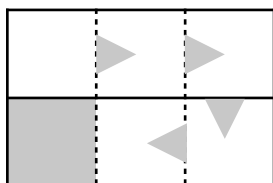
Plain Idea Grid



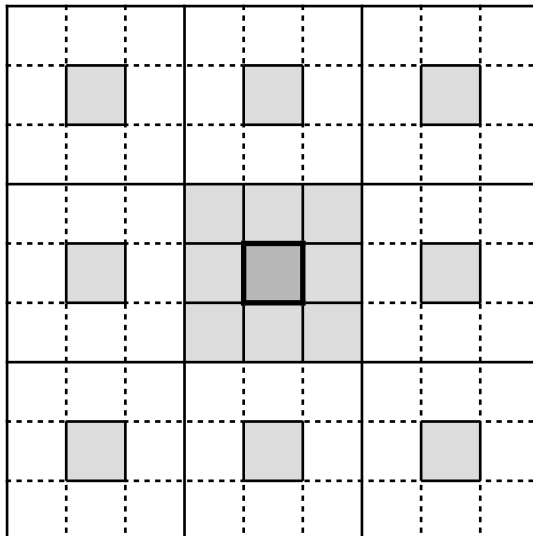
Pool Brainwriting



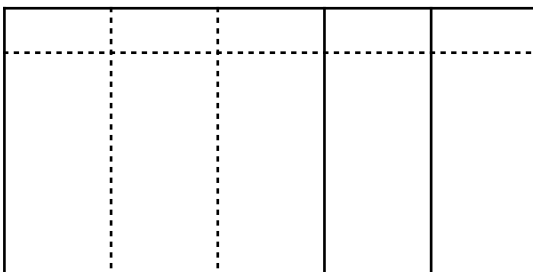
Idea Race Grid



Lotus Blossom Matrix

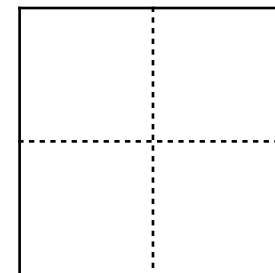


Morphological Matrix

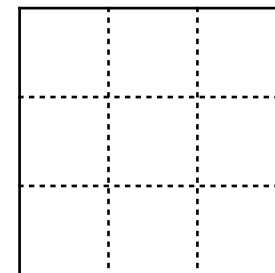


When doing Ideation, a series of simple grids and matrixes can give structure, rhythm, and flow to your ideation efforts, whether alone, with a buddy, or in a team.

- On the left are some common idea Grids that are Ideation Tools in their own rights or applied jointly with another Ideation tool.
- On the right, you see three all-purpose grids, which are often used with thinking tools at other stages of the creative process.
- It's easy to build these grids by folding a blank sheet of paper or replicating a structure using Post-it Notes.

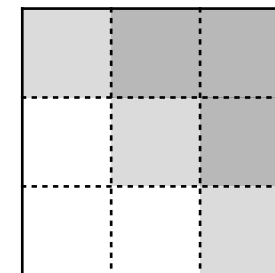


Classic 2x2 Matrix



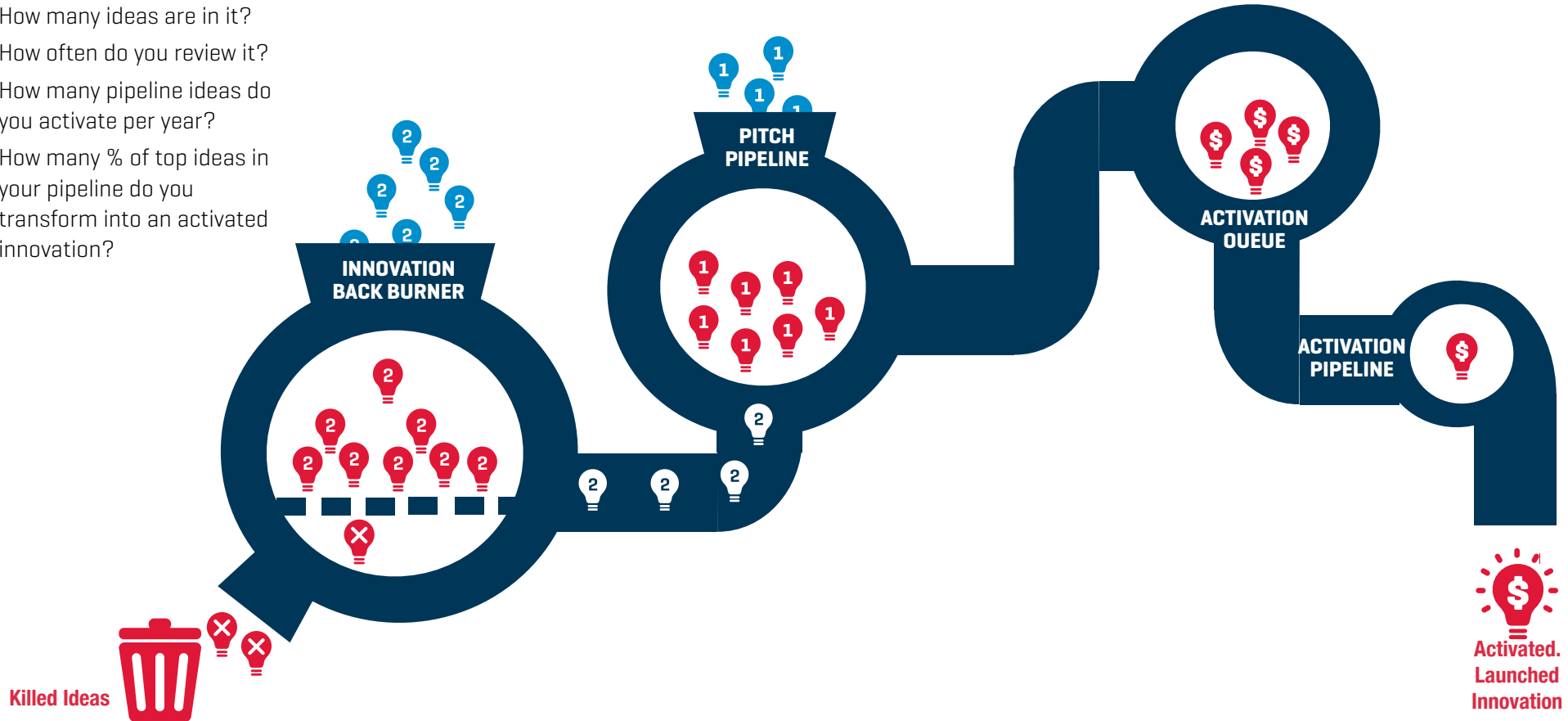
Classic 3x3 Matrix

Prioritization Matrix



DO YOU HAVE AN INNOVATION PIPELINE? HOW IS IT STRUCTURED AND SET-UP?

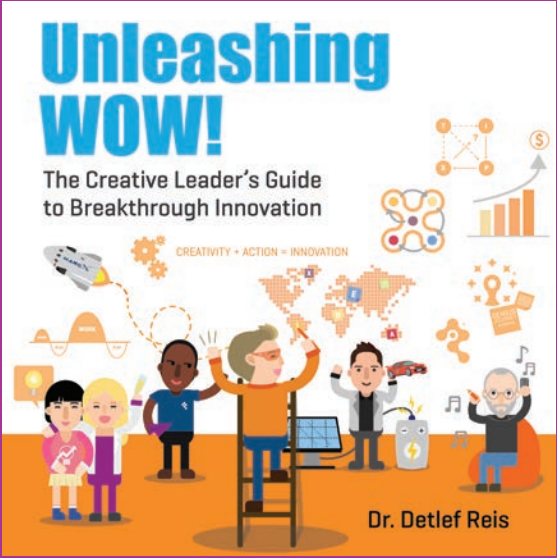
- How many ideas are in it?
- How often do you review it?
- How many pipeline ideas do you activate per year?
- How many % of top ideas in your pipeline do you transform into an activated innovation?



UNLEASHING WOW! — CHAPTER 5:

INNOVATIVE PEOPLE

SMALL PICTURE (II)



UNLEASHING WOW! CREATIVE ACTION PACK EXERCISE TITLE

UNLEASHING WOW! BOOK SECTION

SECTION TITLE

PERSONAL ASSESSMENT TOOLS
CONSTRUCT DESIGN MAPPING

5.1
5.2

COGNITIVE PROFILING METHODS: WHAT? WHY? HOW?
SCRUTINIZING POPULAR COGNITIVE PROFILING METHODS

PERSONAL ASSESSMENT TOOLS
DESIGN ARCHITECTURE ANALYSIS

5.1
5.2

COGNITIVE PROFILING METHODS: WHAT? WHY? HOW?
SCRUTINIZING POPULAR COGNITIVE PROFILING METHODS

THE TIPS TEAM MAP

5.3

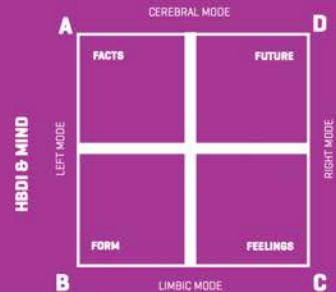
INTRODUCING THE TIPS INNOVATION PROFILING METHOD

PERSONAL ASSESSMENT TOOLS CONSTRUCT DESIGN MAPPING

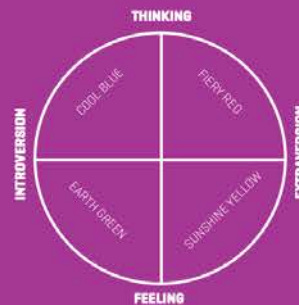
SKETCH OUT THE CONSTRUCT DESIGN OF EACH PERSONAL ASSESSMENT TOOL YOU USE.
DO YOU UNDERSTAND THE OVERALL LOGIC? DOES IT MAKE SENSE? WHAT IS MISSING?

MBTI & KTS

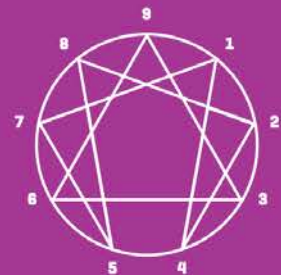
INTP	INTJ	INFP	INFJ
ENTP	ENTJ	ENFP	ENFJ
ISTP	ISFP	ISTJ	ISFJ
ESTP	ESFP	ESTJ	ESFJ
E vs I	N vs S	T vs F	J vs P



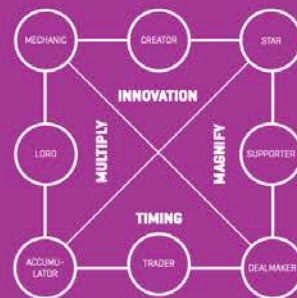
INSIGHTS DISCOVERY



ENNEAGRAM



WEALTH DYNAMICS



TIPS



PERSONAL ASSESSMENT TOOLS

DESIGN ARCHITECTURE ANALYSIS

NAME OF PERSONAL ASSESSMENT TOOL

Once you've identified personal assessment tools that you use or consider, analyze each on how it is constructed. Consider these aspects:

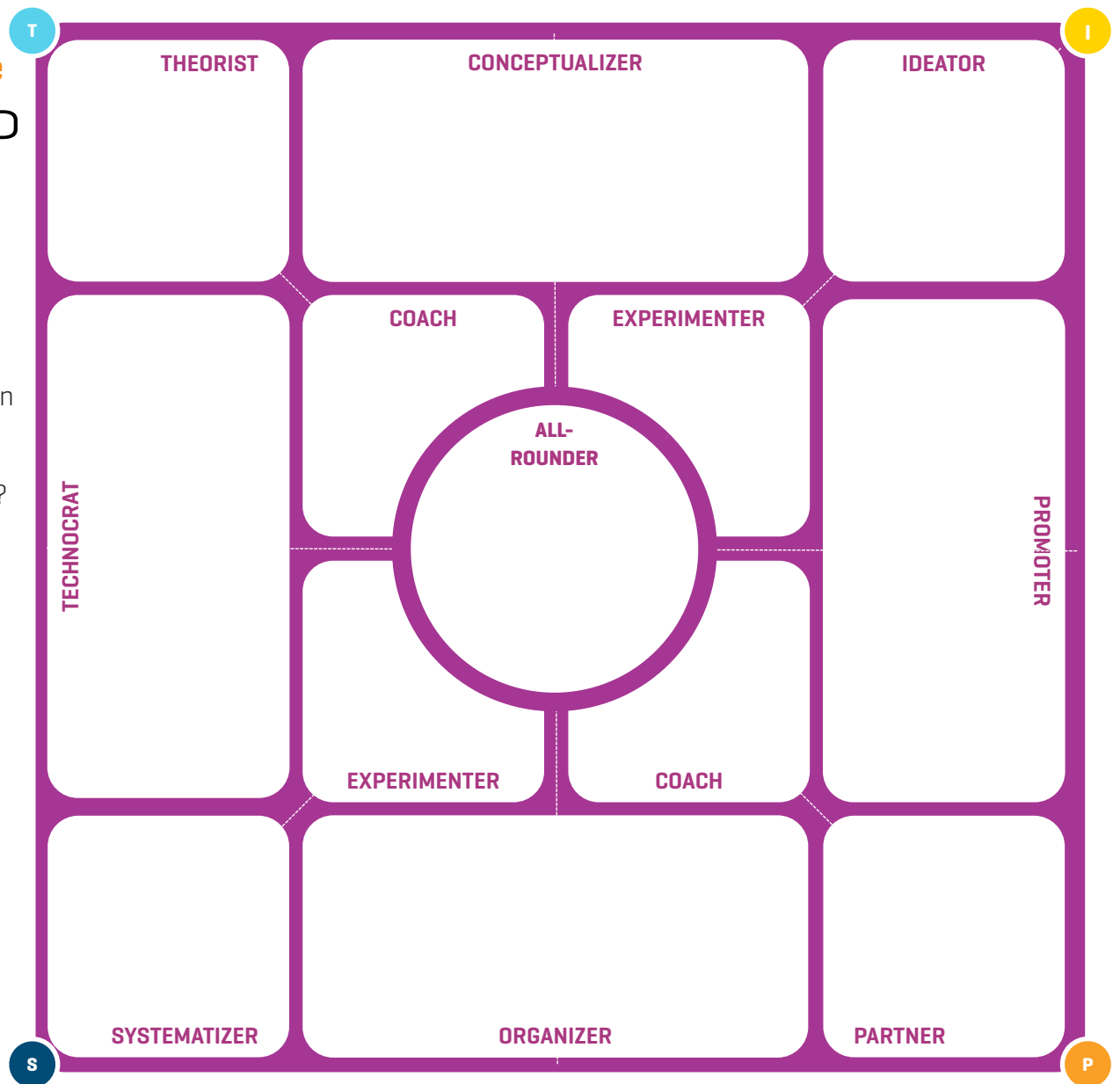
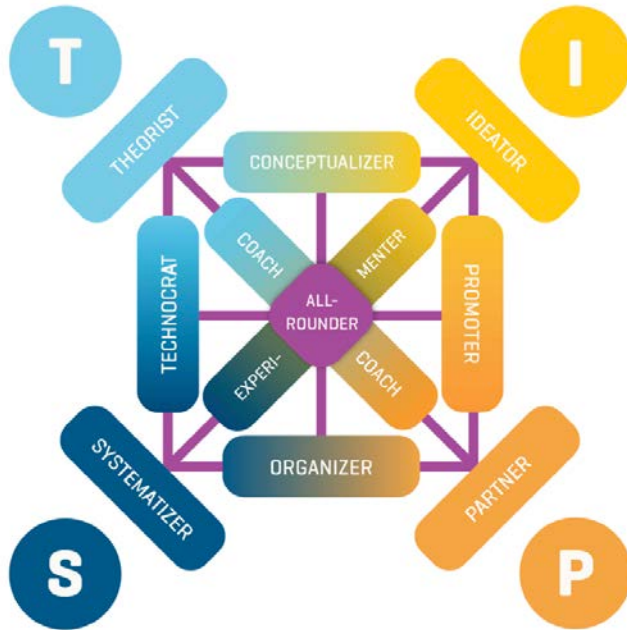
- Tick any listed aspect that applies to a tool.
- Add any additional aspects not listed here.
- Correct any wrong or outdated information.
- How viable is the tool to serve your needs?

ASSESSMENT TYPE	ASSESSMENT STYLE	# THEORETICAL CONSTRUCTS/ DIMENSIONS	ADMISSION FORMS
○ Personality ○ Cognitive styles ○ Observed behaviors ○ Skills ○ Mixed ○ _____	○ Self-Assessment ○ Peer-Assessment ○ 360° Assessment] ○ _____	○ One [e.g., KAI] ○ Two [e.g., HBDI] ○ Four [e.g., MBTI] ○ Five [TIPS] ○ Multiple [Enneagram [?]] ○ _____	○ Untimed ○ Timed [time pressure] ○ _____
TYPE OF QUESTIONS	NUMBER OF QUESTIONS	NUMBER OF PROFILES	PROFILE NAMES
○ Forced choice ○ Polar choices [most, least] ○ Multiple choices ○ Mixed ○ _____	○ 9 [MIND Design] ○ 36 [Wealth Dynamics] ○ 60 [TIPS] ○ 120 [HBDI] ○ 136 [MBTI] ○ _____	○ 0 [scores only; e.g. MIND] ○ 2 [KAI] ○ 4 [e.g. FourSight basic] ○ 8 [WD, Insights Discovery] ○ 10+1 [TIPS] ○ 15 [FourSight expanded] ○ 16 [MBTI, KTS] ○ 49 [How To Fascinate] ○ _____	○ None ○ Letter acronyms [e.g., ENTP, ISFJ] ○ Role names [e.g., Healer, Teacher, Fieldmarshal] ○ Business role names [e.g., Promoter, Organizer] ○ _____

THE TIPS TEAM MAP

Once you've TIPS-profiled all members of your team, write their names [and highest scores] in their respective TIPS profile field. Then, ask:

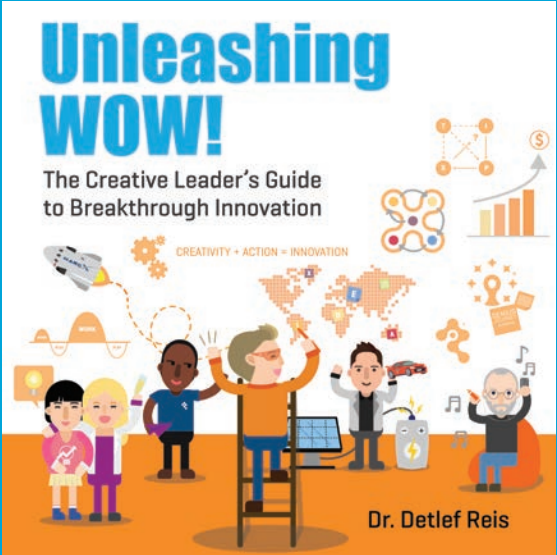
- Where on the TIPS map is the highest concentration of profiles?
- What gaps do you spot?
- Who is in a role that isn't a good fit for their profile?



UNLEASHING WOW! — CHAPTER 6:

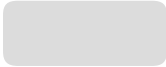
INNOVATIVE CULTURE

SMALL PICTURE [III]



UNLEASHING WOW! CREATIVE ACTION PACK EXERCISE TITLE	UNLEASHING WOW! BOOK SECTION	SECTION TITLE
IN-NO-VATIVE COMPANIES VS. INNOVATIVE COMPANIES: WHO'S WHO? AND WHY?	6.2	INNOVATIVE COMPANIES VS. IN-NO-VATIVE COMPANIES: WHO'S WHO?
IN-NO-VATION BINGO	6.3	BORING MEETINGS? PLAY IN-NO-VATION BINGO!
WHAT METRICS DO YOU USE TO TRACK YOUR COMPANY'S INNOVATION PERFORMANCE?	6.8	WHAT GETS MEASURED GETS INNOVATED

IN-NO-VATIVE COMPANIES VS. INNOVATIVE COMPANIES: WHO'S WHO? AND WHY?

WHAT IN- <u>NO</u> -VATIVE COMPANIES DO YOU KNOW?	WHAT <u>INNOVATIVE</u> COMPANIES DO YOU ADMIRE?
WHAT [ORGANIZATIONAL] FACTORS HAVE MADE THESE COMPANIES TRAIL BEHIND IN INNOVATION?	WHAT [ORGANIZATIONAL] FACTORS HAVE MADE THESE COMPANIES BECOME INNOVATION LEADERS?
	

thinkergy creative action exercise

IN-**NO**-VATION BINGO

IN-**NO**-VATIVE STATEMENTS TO LOAD THE INNOVATION BINGO CARD

[1] Yes, but... [2] We tried it before, and it doesn't work. [3] I am very concerned that... [4] That's against the rules. [5] We don't have enough resources to do this. [6] It wasn't invented here. [7] I am afraid that... [7] We'll have to think carefully about this. [8] People will laugh at us. [9] Let's form a committee to look into it. [10] That's not our problem.

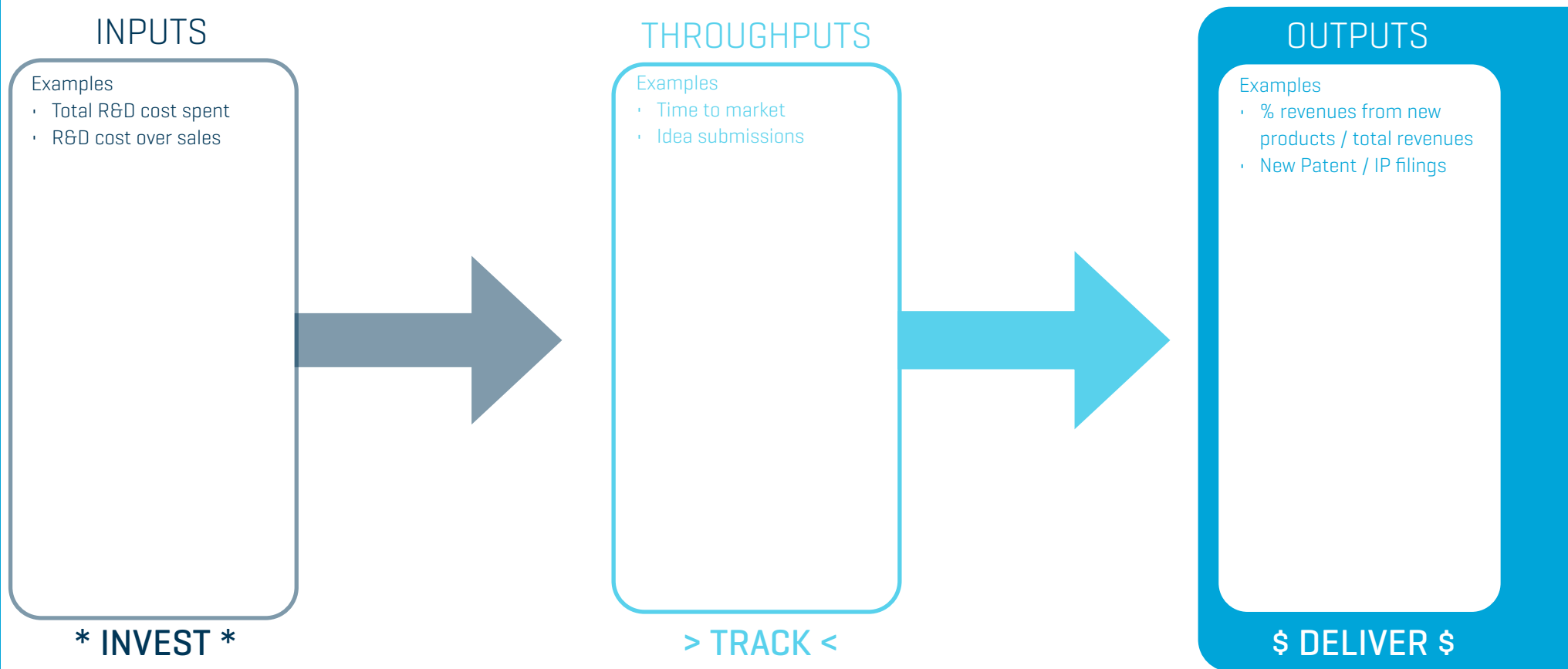
[11] I like the idea, but... [12] It won't work! [13] I'm very worried that... [14] What's the ROI for this idea? [15] Let's not rush things. [16] I don't like it. [17] Have you thought through the implications? [18] This is laughable. [19] You clearly don't understand the field. [20] Write it down, and we'll look at it later.

[21] Don't rock the boat. [22] We've always done it this way. [23] That's too risky. [24] It will cost too much. [25] It's a good idea but we're too invested in another idea. [26] Sounds interesting, but... [27] No one will buy it. [28] No comment. [29] That's not the way we do things around here. [30] That's really stupid.

[31] If it ain't broke, don't fix it. [32] That's fine in theory, but it doesn't work like that. [33] We don't have time for this. [34] Let's commission a study. [35] Good idea, but it's impractical. [36] It's too much work. [37] This idea could reduce sales of an existing product. [38] It might not work. [39] Let's talk about it later. [40] Let's not talk about it.

[41] Be serious. [42] No one else does it. [43] It's unfeasible. [44] We can't make it happen. [45] It's impossible. [46] Let me think about it. [47] It's too radical. [48] Are you crazy? [49] We can't do it. [50] Let's keep it for later.

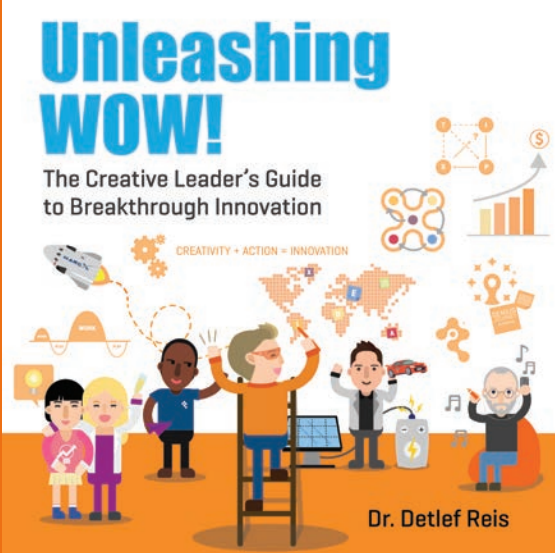
WHAT **METRICS** DO YOU USE TO TRACK YOUR COMPANY'S **INNOVATION PERFORMANCE**?



UNLEASHING WOW! — CHAPTER 7:

CREATIVE LEADERS

SMALL PICTURE [IV]



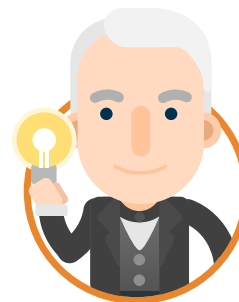
UNLEASHING WOW! CREATIVE ACTION PACK EXERCISE TITLE	UNLEASHING WOW! BOOK SECTION	SECTION TITLE
CREATIVE LEADERSHIP: ARE YOU HOT OR NOT?	7.2	CREATIVE LEADERSHIP: HOT OR NOT?
CREATIVE LEADERS: WHO? WHY? HOW?	7.4	CREATIVE LEADERS: WHO? WHAT? WHY?

CREATIVE LEADERSHIP: ARE YOU HOT OR NOT?

- Go through each Creative Leadership aspect and ask: "Are we HOT or NOT?" Why?
- List comments to empty space on the left and right to justify your view.
- What can you do to move from "not" to "hot" characteristics of creative leadership? Which other qualities should we aim also to acquire going forward?

NOT	CREATIVE LEADERSHIP ASPECT	HOT
Copypcat	CREATIVE FOCUS	Originality
Preservation of status quo	MARKET DRIVE	Novelty and change
Making money	MAIN FOCUS	Making meaning
Short-term gains	TIME FOCUS	Medium- to long-term value creation
Personal cause	PERSONAL MISSION	Worthy common cause
Value discounting	MONEY FOR VALUE	Value compensation
Win-lose [reckless competition]	COMPETITIVE APPROACH	Win, win, win [cooperation & co-opetition]
Unethical behavior tolerated	ETHICS	Ethics lived by example
Elitism	PEOPLE APPROACH	Equality
Conformity & uniformity	PLAYERS IN TEAM	Individuality & diversity
Dutiful mediocrity	PROMOTION APPROACH	Meritocracy
Leaving a mess	LEGACY	Leaving a lasting positive legacy

CREATIVE LEADERS: WHO? WHY? HOW?

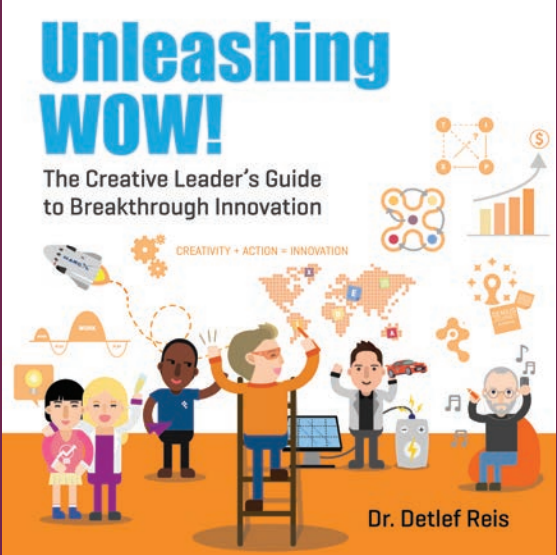


Have a discussion with your management team about the following questions:

- How creative is each of you? Why?
- What creative business leaders, geniuses, and creative top achievers do you admire? Why?
- What creative success mindsets and action routines make these creative leaders extraordinary?
- What creative success mindsets and action routines can you adopt or adapt for your own leadership style? How?

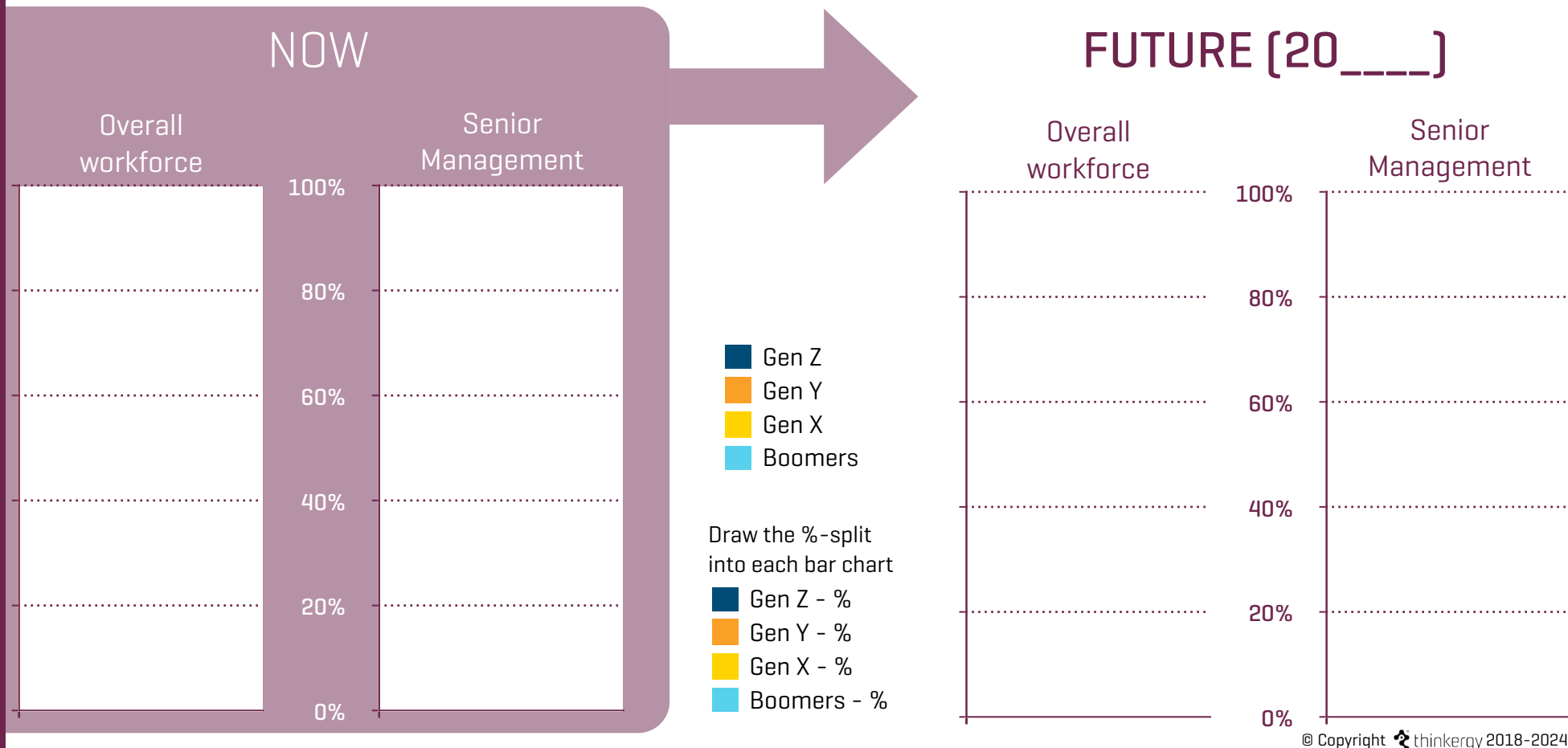


UNLEASHING WOW! — CHAPTER 8: WHAT ELSE? AN INNOVATION OUTLOOK *GRAND PICTURE (II)*



UNLEASHING WOW! CREATIVE ACTION PACK EXERCISE TITLE	UNLEASHING WOW! BOOK SECTION	SECTION TITLE
HOW DO YOU FORESEE GENERATIONAL SHIFTS UNFOLD IN YOUR COMPANY? SO WHAT?	8.3	HOW THE GENERATIONAL SHIFT WILL IMPACT BUSINESS AND INNOVATION
HOW TO REDESIGN OUR OFFICE SPACE TO MAKE IT A MORE CREATIVITY-FRIENDLY, COLLABORATIVE PLACE?	8.5	INNOVATIVE SPACES: FROM CUBEVILLE TO IDEA CITY
INNOVATION MASTERY LEVEL PYRAMID	8.7	WHAT'S YOUR INNOVATION MASTERY LEVEL? 250
SUCCESS INGREDIENTS OF TOP PERFORMANCE IN BUSINESS & INNOVATION	8.8	SUCCESS INGREDIENTS OF TOP ACHIEVERS IN INNOVATION AND BEYOND 253

HOW DO YOU FORESEE GENERATIONAL SHIFTS UNFOLD IN YOUR COMPANY? SO WHAT?



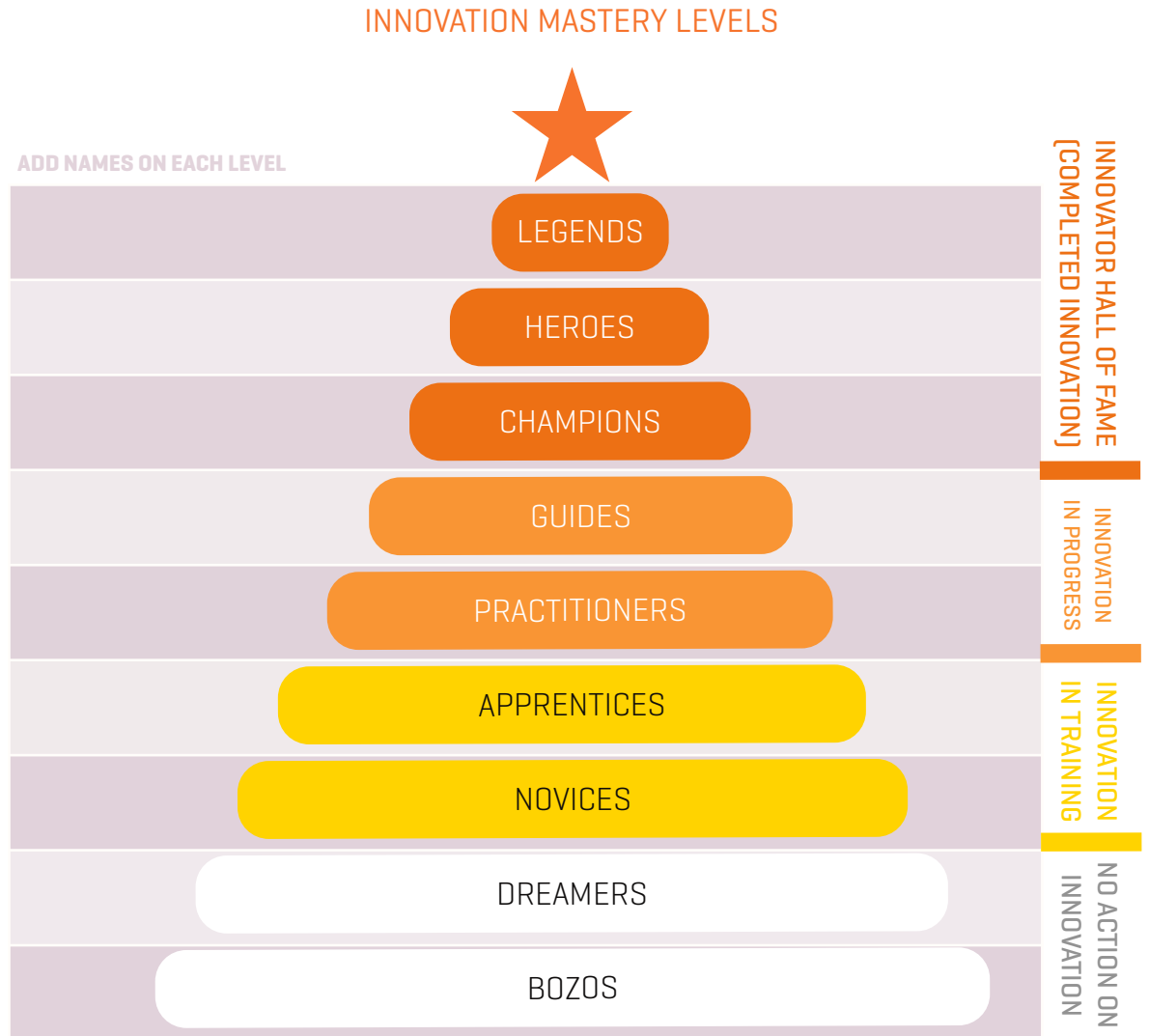
HOW TO REDESIGN OUR OFFICE SPACE TO MAKE IT A MORE CREATIVITY-FRIENDLY, COLLABORATIVE PLACE?

SKETCH OF OUR CURRENT OFFICE LAYOUT
[WHAT'S WRONG WITH IT? WHAT SUCKS?]

SKETCH OF A NEW, MORE CREATIVE OFFICE LAYOUT

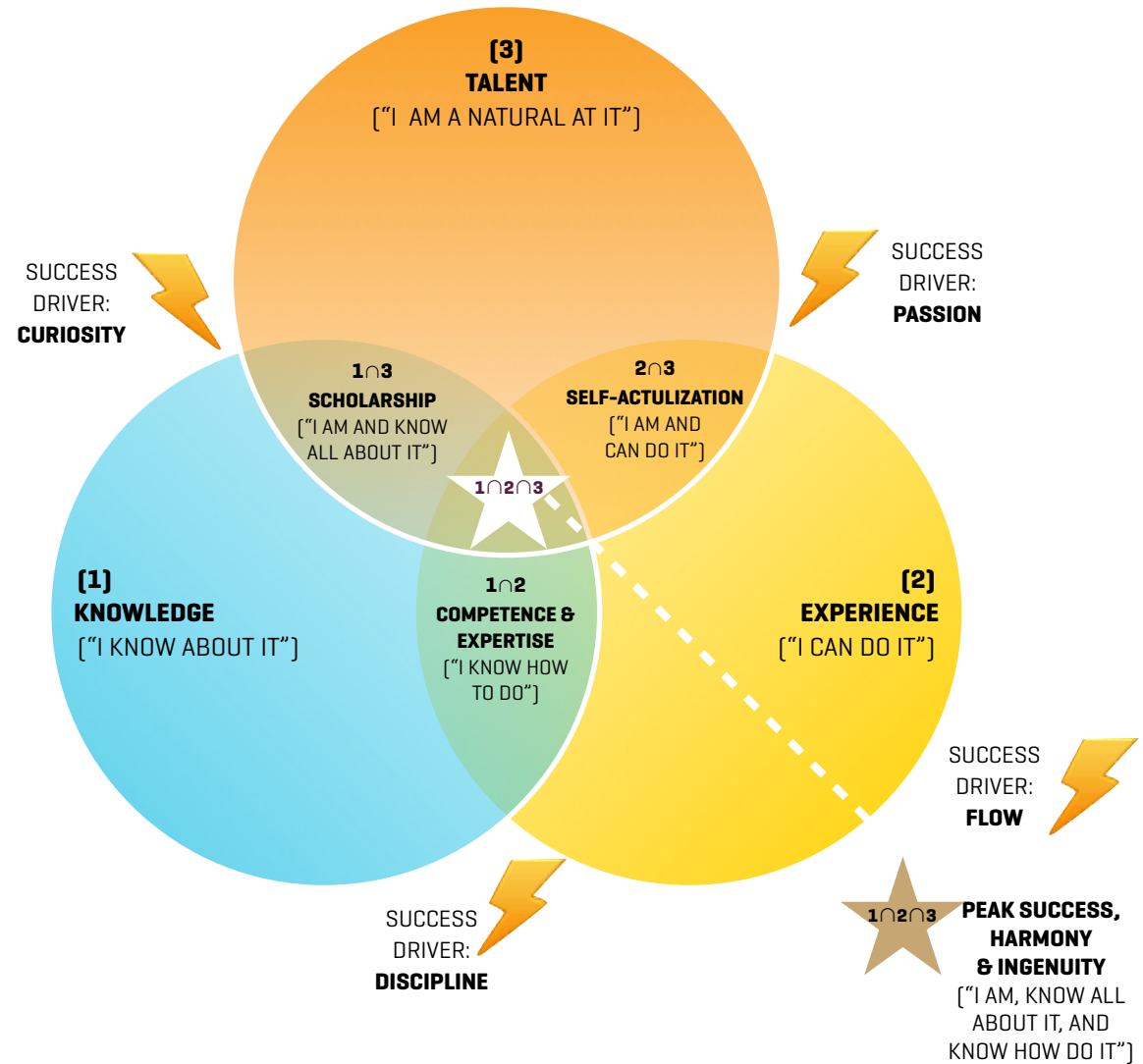


INNOVATION MASTERY LEVEL PYRAMID



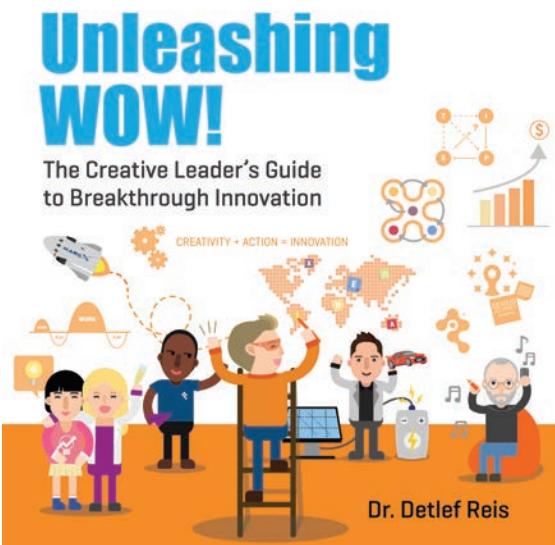
- What is the “innovation mastery level” of the different members of our executive team?
- Who are talents in the organization that are playing on higher levels? Or have the potential to do so?
- Who should you develop further to move them up to the next level on the pyramid? How do you intend to do it?
- And where on the mastery levels would we position our company? Why?

SUCCESS INGREDIENTS OF TOP PERFORMANCE IN BUSINESS & INNOVATION



- How many success ingredients of top achievers does your company [business unit or team] exhibit?
- What success factors are missing now? How can you develop them quickly?
- How can you better play on the strengths and talents of the leadership team to move us towards peak performance?

UNLEASHING WOW! SUPPLEMENT



**UNLEASHING WOW! CREATIVE ACTION PACK
EXERCISE TITLE**

**UNLEASHING WOW!
BOOK SECTION**

SECTION TITLE

HOW TO PROVIDE YOUR INNOVATION PARTNERS AND
CREATIVE AGENCIES WITH COMPLETE CREATIVE BRIEFS?

SUPPLEMENT

HOW TO WRITE A GOOD CREATIVE BRIEF

HOW MAY A FOOL COMMENT ON, AND QUESTION,
THE WAY WE DO BUSINESS AND INNOVATE?

NEW

HOW TO PROVIDE YOUR INNOVATION PARTNERS AND CREATIVE AGENCIES WITH COMPLETE CREATIVE PROJECT BRIEFS?

CREATIVE PROJECT BRIEF

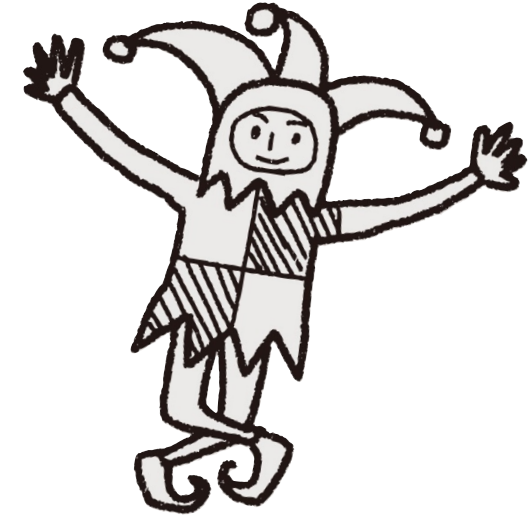
PROFESSIONAL
& COMPLETE

WHAT?	Project Description, Creative Challenge, Scope
WHY?	Project Objectives, Expected Outputs/Deliverables
WHO?	Your Company / BU [Name, Product, Size, Business Set-up] Customers / Targets [Demographics, Purchasing Power, Wants & Needs] Your Key Competitors [Name, Products, Strengths & Weaknesses]
WHERE?	Project Locations / Venues
WHEN?	Project Key Dates Critical Milestones Deadlines
HOW?	Project Delivery [How do you the ideally see the project unfold?] Project Success [How do you suggest to measure project success?]
HOW MUCH? HOW MANY?	Project Budget [Overall and proportional split [delivery partners, venue] Human Resources Commitments Other Resources Commitments

PROFESSIONAL
& COMPLETE

CREATIVE PROJECT PROPOSAL

HOW MAY A FOOL COMMENT ON, AND QUESTION, THE WAY WE DO BUSINESS AND INNOVATE?



Step into the role of a fool:

- ★ How would a court fool [jester] comment on how we do business and innovate in a funny or satirical way?
- ★ What foolish questions would a fool ask to whack your thinking?

MY FOOLISH COMMENTS / QUESTIONS

1.

2.

3.



SO WHAT? THE HIDDEN TRUTH



MY INSIGHTS AND/OR IDEAS



Thank you for working your way through the **UNLEASHING WOW!** Action Pack

Congratulations on thinking your way through the worksheets and templates in this creative Action Pack, which I designed to bring the concepts from the **UNLEASHING WOW!** book to life.

So what are the next steps in your creative journey? Here are some suggestions:

- Connect with me and Thinkergy on social media to keep informed on new content and more freebies: https://linktr.ee/dr.d_thinkergy
- Visit the [Thinkergy blog](#) for more fresh articles on creativity and innovation.
- Learn more about our innovation methods X-IDEA, TIPS, Genius Journey, and CoolL by checking out the [Thinkergy website](#).

