

Session summary and *quick start guide*.

JOSH LINKNER

The *Big Little* Picture

We think of creativity as mythic, massive, and magical. But the truth is that innovation doesn't come from lightning-bolt strikes to the brain after the heavens open and decide to bless us with an idea. Big changes can come from lots of little breakthroughs; those microscopic increases in creativity that can change the course of our lives and the world.

Ready to unlock your creativity? By studying the Big Little Breakthroughs of successful people throughout history, we can turn micro-innovations into a powerful force — and a game plan we can follow in our own lives.

Creativity: *Myth vs. Truth*

Myth: Creativity is a gift bestowed on the chosen few, and there's very little we can do about our own level of creativity.

Truth: Neuroscience has proven the concept of neuroplasticity, that the brain can be actively modified, changed, and adapted through life experience and responses to that experience. In other words, you can expand your creativity at any age.

Myth: We automatically grow into our peak creative ability over time.

Truth: Your creativity may be dormant unless you actively take steps to boost it over time.

Myth: Innovation is only worthwhile if it's earth-shaking, world-changing, and attention-demanding.

Truth: While they may not make the cover of a magazine, Big Little Breakthroughs can drive massive improvements in your career, company, and community. And they're totally accessible to us all.

Myth: Creativity is like magic, so there's no use trying to analyze or study it.

Truth: There's a systematic way to develop and launch new ideas. When we decode creativity, we can better understand and harness it.

The *Anatomy* of an Idea

Want more great ideas? Start with these vital pieces.

Inputs

Inputs are the foundations of any idea and consist of previous experiences, context, research, point-of-view, and external factors such as location. If you want to improve your ideas in quantity and quality, expand your input base.

Sparks

Sparks are the early beginnings of an idea, not the fully developed version. Sparks are the raw, initial, half-baked concepts that eventually form into something of value.

Auditions

After a spark is generated, you have to test it out. Auditioning is the step that determines if a spark should be kicked off the bus or merits further exploration.

Refinements

The refinement stage is where an idea is tweaked, improved, and sanded to perfection. Here's where your idea starts to look like a fully-formed creative breakthrough.

Slingshots

Slingshots are the steps that get an idea out of the laboratory (literal or figurative) and into the real world. We're not talking about detailed execution plans, but rather direction guides as to where the idea needs to go next. Slingshots from one concept are often the inputs of the next in a sequence of interconnected creative ideas.

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The 70/30 Rule

Current training, experience, and well-laid plans will only deliver 70% of the results we seek. The remaining 30% can only be achieved through creativity.

Your Edge Awaits

Big Little Breakthroughs aren't just for propeller-head inventors, fancy-pants CEOs, or hoodie-donning tech billionaires. In fact, they help everyday people become everyday innovators.

The Ripple Effect

We all learned in middle school how a single disturbance can ripple into a large-scale, pervasive impact. Seemingly small acts throughout history have set into motion revolutionary movements and wide-sweeping transformation. As the rings of change radiate from their source, the smallest creative acts can lead to the largest achievements.

*When you unleash your full creative power,
you become unshackled and unstoppable.*

The Eight Obsessions of *Everyday Innovators*

1. Fall in Love with the Problem

Be more committed to solving a problem than a particular manner of solving it. Remain flexible and open-minded to find the optimal approach.

2. Start Before You're Ready

Get started now instead of waiting for permission, instructions, or ideal conditions. Operate with agility and adapt along the way.

3. Open a Test Kitchen

Experiment, experiment, experiment. Build a framework for testing and creative exploration to cultivate and refine ideas.

4. Break It to Fix It

Proactively deconstruct, examine, and rebuild the status quo to deliver superior products, systems, processes, and creations.

5. Reach for Weird

Challenge conventional wisdom by searching for unorthodox ideas. Exploring unexpected, bizarre and oddball ideas can lead to discovery of better outcomes.

6. Use Every Drop of Toothpaste

Do more with less and get scrappy. Being resource-constrained can fuel creative breakthroughs. Resourcefulness and ingenuity are your most valuable resources.

7. Don't Forget the Dinner Mint

Adding small, creative flourishes can yield significantly improved results. An extra dose of surprise-and-delight enables new invention and achievement.

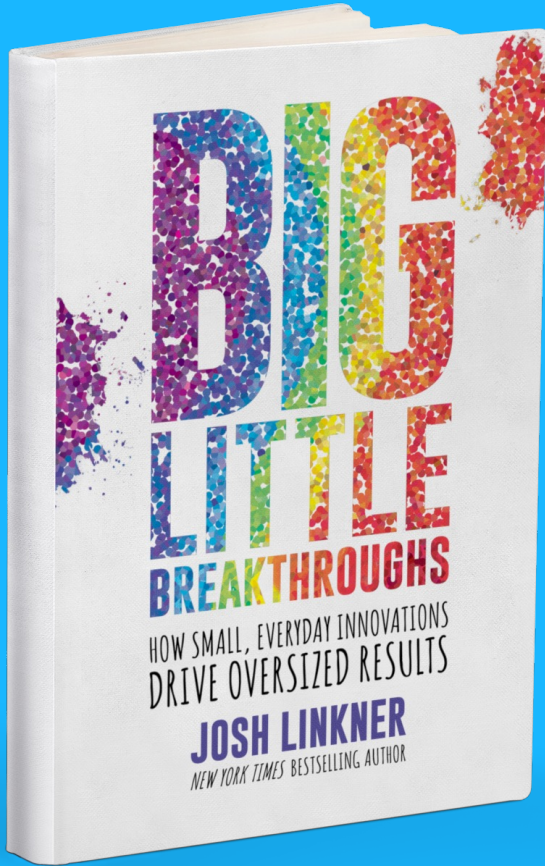
8. Fall Seven Times, Stand Eight

Setbacks are inevitable. Use creative resilience to overcome adversity and recognize that mistakes are natural and crucial to achievement.

It's time to take *your shot*.

“The most world-changing innovations are nothing more than a collage of tiny creative acts. Your most successful path forward isn't taking gigantic, wild swings but rather to cultivate small, daily shots of creativity that coalesce into meaningful results. When we build the habit and develop our skills, our shots become less risky and more impactful.”

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a
powerful
approach
to
help
everyday people
become
everyday innovators.

Meet the *author*

JOSH LINKNER is a Creative Troublemaker. He passionately believes that all human beings have incredible creative capacity, and he's on a mission to unlock inventive thinking and creative problem solving to help leaders, individuals, and communities soar.

He has been the founder and CEO of five tech companies, which sold for a combined value of over \$200 million and is the author of four books including the New York Times Bestsellers, *Disciplined Dreaming* and *The Road to Reinvention*. He has invested in and/or mentored over 100 startups and is the Founding Partner of Muditā Venture Partners.

Today, Josh serves as Chairman and co-founder of Platypus Labs, an innovation research, training, and consulting firm. He has twice been named the Ernst & Young Entrepreneur of the Year and is the recipient of the United States Presidential Champion of Change Award.

Josh is also a passionate Detroitter, the father of four, is a professional-level jazz guitarist, and has a slightly odd obsession for greasy pizza.



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