

Brilliant Ideas Workshop

4As StratFest- 2019

Me

25 years+ in Planning

McCann

**BSSP CSO- 20 years- Small Agency of the
Year 2018, Agency of the Decade- Adweek**

The Way

- I steer the boat
- You do the work
- I provide some stimulus
- You use it
- We work together to come up with critical thoughts

2 Goals

- Have fun
- Learn something useful that can be applied to your day job

Step 1- You Talk Brilliant Ideas

30s at speed

What is it?

Why is it brilliant?

Next....

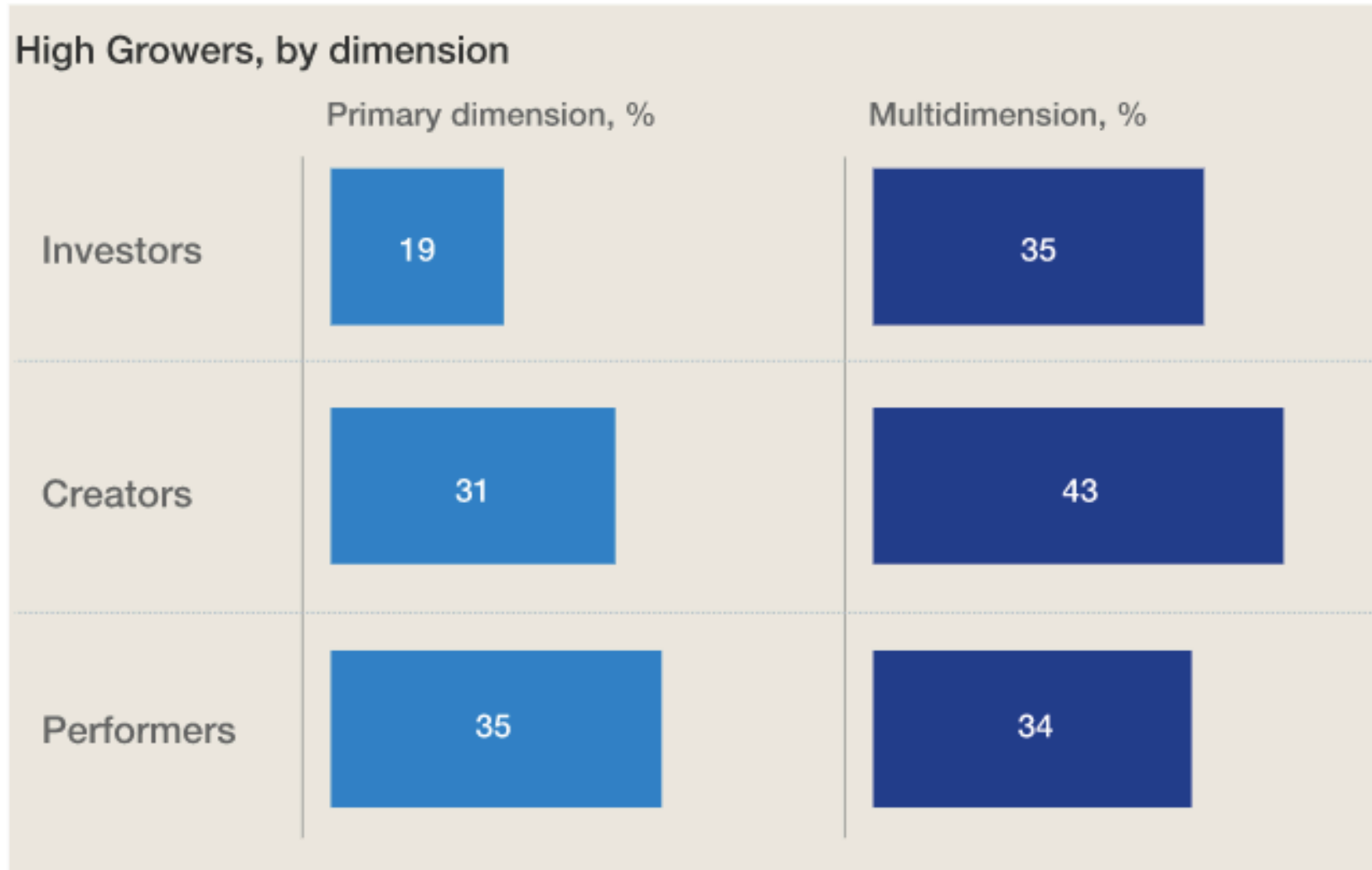
What Themes Can We See?

Brilliant Ideas- A 10 Min Crash Course

Not Play, Serious Business

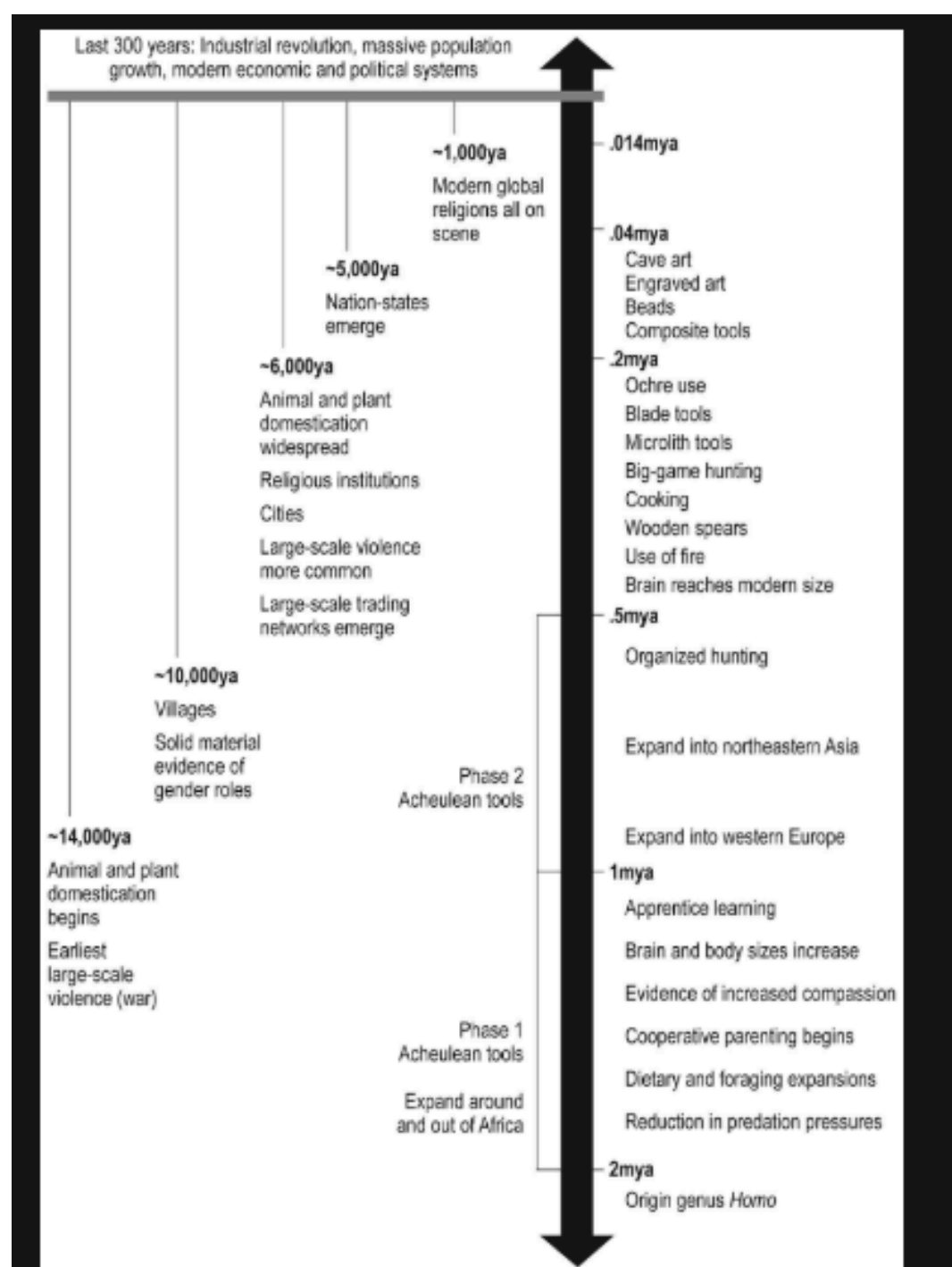


Multidimensional companies are the top growers, with companies focused on Creation doing the best.



Source: Organic Growth survey – EU and North America (N=573)

We Invent



Video

<https://www.youtube.com/watch?v=VoDqdlBtOh0>

Steve Johnson

- <https://www.youtube.com/watch?v=NugRZGDdbPFU>



Brilliant Ideas- Place- *Scenius*- Brian Eno

- “Great Man Theory”, that innovation in art and culture only comes from great men working in solitude.
- But- it is all about the scene
 - Firstly, there is mutual appreciation, which is like motivational peer pressure.
 - Secondly, there is a rapid exchange of tools and sharing
 - Thirdly, there are the network effects of success, which means whenever there is a success, it’s celebrated by everyone within the *scenius*.
 - Fourthly, within the *scenius* there is a local tolerance for the novelties, which means that renegade, maverick, unusual, and revolutionary ideas are protected from tampering by a buffer zone.
- *Scenius*, in other words, is a flourishing space for nonconformity.
 - Paris 20s, NY 70s, The Factory
- Other studies have shown that the most creative individuals have broad social networks that extend outside their own organization, and hence get new ideas from many different contexts.

Not Really About Aha Moments

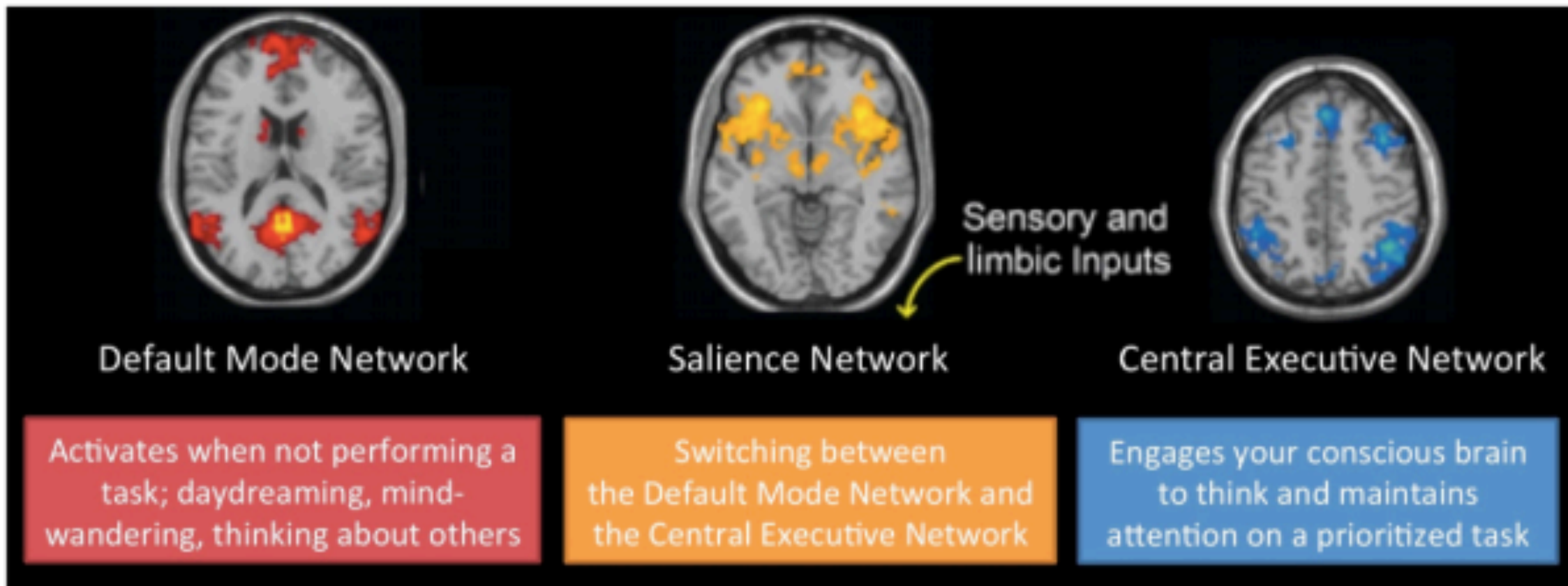
- Although in retrospect great discoveries may seem like single, definable eureka-moments, in reality they tend to fade into view slowly. They are like gradually maturing slow hunches, which demand time and cultivation to bloom.
 - As a child, Tim Berners-Lee read a Victorian-era how-to book and was fascinated by the “portal of information” he had found. Well over a decade later, working as a consultant at the Swiss CERN laboratory and partially inspired by the book, he tinkered with a side-project which allow him to store and connect chunks of information, like nodes in a network. Another decade later, CERN officially authorized him to work on the project, which finally matured into a network where documents on different computers could be connected through hypertext links.
- Steve Johnson

Neuroscience

IMAGINATION

WHAT MATTERS?

WHAT WORKS?



The three networks of the brain that are associated with creativity; the Imagination (Default Mode), Salience and Executive Attention (Central Executive) networks. The networks function together to produce what we think of as creative thought.

Adapted from Bressler and Menon (2010)



*Imagination is the beginning of creation.
You imagine what you desire, you will what
you imagine and at last you create what you
will.*

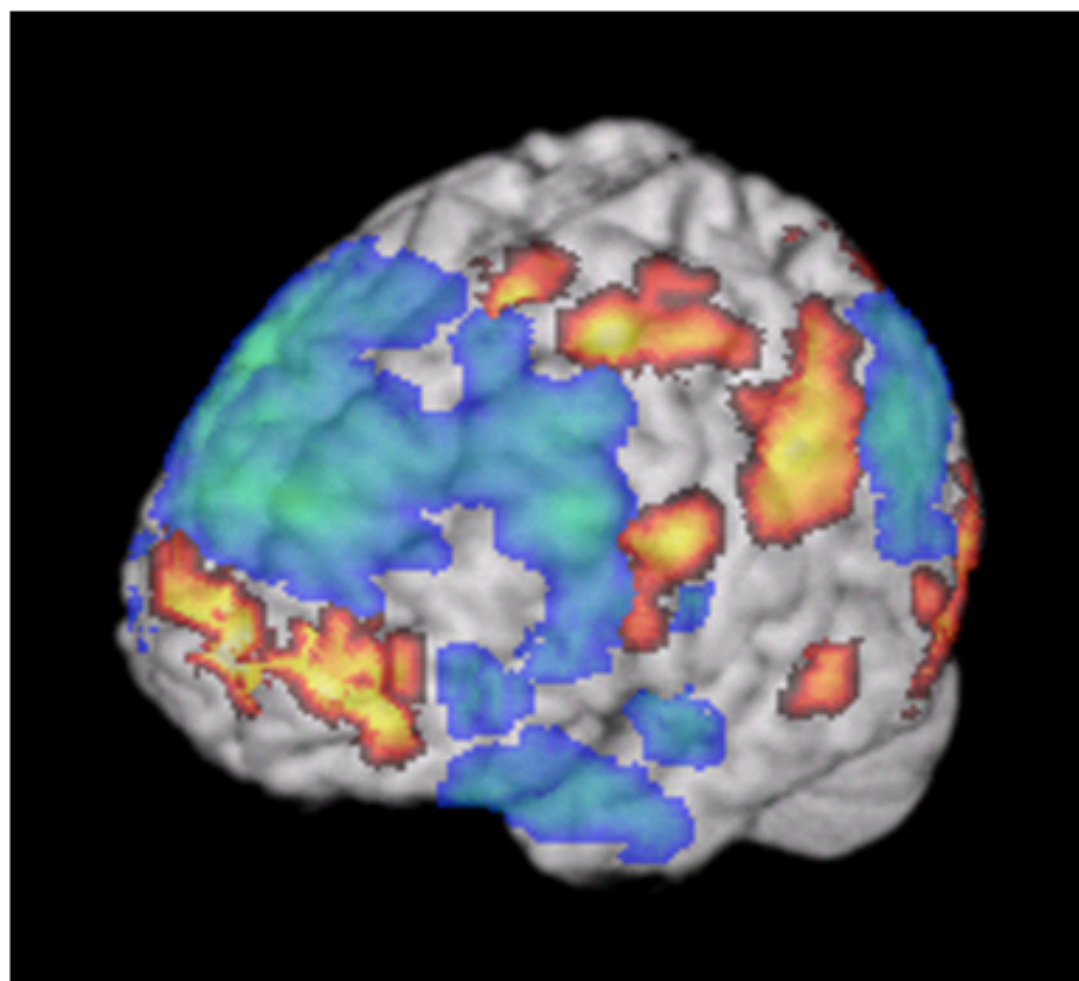
George Bernard Shaw |

How Creative You Are =

- The number of connections you have between the 3 brain areas
- The speed of activity between those connections
- More creative = Take in more visual information

I paint objects as I think them, not as I see them.

Pablo Picasso



An example of brain activity during a freestyle jazz improvisational performance. Orange indicates areas of activation, and blue indicates areas of deactivation. The pattern seen here is associated with a switch from the Executive Network to the Imagination Network.

Charles Limb and Allen Braun

"By the time I come to the blank page I have many things to say."

Joyce Carol Oates

Positivity Matters

- Additionally, an fMRI study published in the Journal of Cognitive Neuroscience reveals that people are more likely to solve problems with insight if they are in a positive mood.
- Moreover, the fMRI results showed that good mood was associated with greater activity in the anterior cingulate cortex (ACC) — an area that plays a role in a variety of functions, from regulating blood pressure and heart rate to higher cognitive functions such as decision-making, empathy, motivation, and attention.

Experiences and Curiosity Build the Reservoir

- Second, to create new patterns and connections, which give rise to new ideas, you have to put yourself into innovative environments that foster insightful experiences.
- These experiences get tossed into our mental reservoir, where they sit and sort of just float around, until one day, they float into just the right alignment to click into a new idea.
- So, in other words, embrace curiosity. Do stuff. Go places. Collect experiences and gain knowledge.
- This will be what creates connections that bolster creative insights.
 - Brain World- 2019
- (Other studies have shown that the most creative individuals have broad social networks that extend outside their own organization, and hence get new ideas from many different contexts.)

Hacks

"I shut my eyes in order to see."

Paul Gauguin

In addition, Kounios and Beeman noted a burst of slower, alpha-band activity over the right visual cortex — an area of the brain that controls our sight — occurring immediately prior to the burst of gamma waves. This unexpected finding suggests that the brain is quieting the neurons in that area to reduce the amount of distraction and visual interference taken in — similar to everyday circumstances, the way we close our eyes or look away when concentrating on a question — which then allows insight to pop into awareness.

Brilliant Ideas- Process

- Daydream + Sleep + Spoon + Notebook =

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- Dali + Daydream + Sleep + Spoon + Notebook =



11.

IF A THING
CAN BE SAID,
IT CAN BE
SAID SIMPLY

wow and/or
flutter

23.

REVERSE ALL
and listen closely

Define an area
as "safe", and use
it as an anchor.
(STOCK?)

63.

hydrophonic
• sources
• treatments

62.

Single
Subtraction

Brilliant Ideas- Stimulus- Pick a Card

- When working with Coldplay, Eno would give each member of the band a random card and ask them to interpret its instruction musically as the band jammed, without letting the other members know what their card says.
- "Of course, the chances of you getting a great piece of music are quite remote," Eno acknowledges. "But the chances of you getting a seed for something are quite strong.
- You hear a voice singing a single note over a drumbeat and you think ... 'Ooh, it's not quite the right drumbeat or quite the right note, but there's something good about it.'"

Take Outs

- 1. We are wired to invent- our survival depended on it
- 2. Lone wolf author/creator is a myth
 - Nothing comes from thin air- build on old ideas
 - Inspired and motivated by the scene
- 3. Neuroscience can tell us a great deal about how the brain works
 - The right stimulus is key it fuels the imagination
 - But- the creative mind craves the interesting – it needs a juicy carrot of something to solve – packaging and seduction are critical
 - Magic is involved with fusion and filtering- this demands downtime- disengagement

**Create a Business Dedicated to the
Development of Brilliant Ideas**

Task

1. What is the Pitch?
2. What is the Talent?
3. What is the Process?
4. How do you Make Money?

PROBLEM

List your top 1-3 problems.

SOLUTION

Outline a possible solution for each problem.

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.

CUSTOMER SEGMENTS

List your target customers and users.

KEY METRICS

List the key numbers that tell you how your business is doing.

CHANNELS

List your path to customers (inbound or outbound).

EXISTING ALTERNATIVES

List how these problems are solved today.

HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.

EARLY ADOPTERS

List the characteristics of your ideal customers.

COST STRUCTURE

List your fixed and variable costs.

REVENUE STREAMS

List your sources of revenue.

Summary of Ideas Developed

- A club for creatives- you need to collaborate to stay a member
- An app that encourages you to stay creative for life
- A shared work-space that enforces creative collaboration as a condition of the lease agreement
- A consulting company that helps companies become more creative

5 Take Outs to Apply to Daily Planning Life

Thank you
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