

Creative Thinking

September 2023 Creative Mindset

HYPER ISLAND

2

Welcome!

Before start...



Check if your name
is spelling correctly



Mute your mic when
not speaking



Post questions,
suggestions and
reflections in the chat



Use gallery view to
see everybody



keep your camera on



Pen and paper

Facilitators

This is the crew that will facilitate and guide you through this session where **you** are the main actors



**Layla
Oliveira**



**Veronica
Magariños**

Check-in

**Imagine you have the power to
create one rule that everyone
in the world must follow in the
future. What would it be, and
why?**

The Course

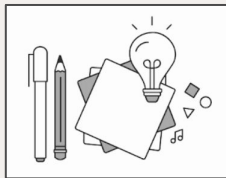
Module 1 Exploring Creativity

September 2023 Creative **Mindset**

Module 3 Creative **Teams**

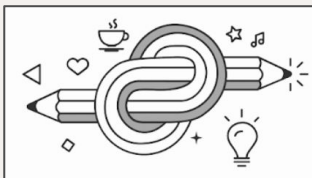
Module 4 Creative **Tech**

Course Dynamic



LEARNING KIT

In your own time



CHALLENGE & JOURNAL

Discipline & Experience

module-2 ▾

L 25 60 ▾

🔖 1 Fixados + Adicionar um marcador

module-2

Você criou este canal em ontem. Este é o início do canal # module-2. [Adicionar descrição](#)

👤 Adicionar pessoas

✉ Encaminhar e-mails para este canal

Ontem ▾



Jessica Bitencourth Felisberto 17h27

foi adicionado ao #module-2 por Layla Oliveira. Katharina Birg e Lovisa Mannerstråle entraram.



Fixado por você



Layla Oliveira 17h30

Hi, @canal!

Welcome to Module 2: ✨ **Creative Mindset** ✨.

You can find our **Learning Kit** on the [Course Page HERE](#).

See you **September 20th**, 12h00 to 14h00 EST (16h00-18h00 GMT), in this link below:

Zoom link: <https://zoom.us/j/92532064860?pwd=bnlGOXZJaWtRQXB6cVN1UW5wbzZIUT09>

Meeting ID: 925 3206 4860

Password: 116642



Understanding the Creative Mindset

**1# Other than humans, can animals
be creative?**
If so, do you have any examples?

*MONKEYS
FLOSS WITH
HUMAN
HAIR*



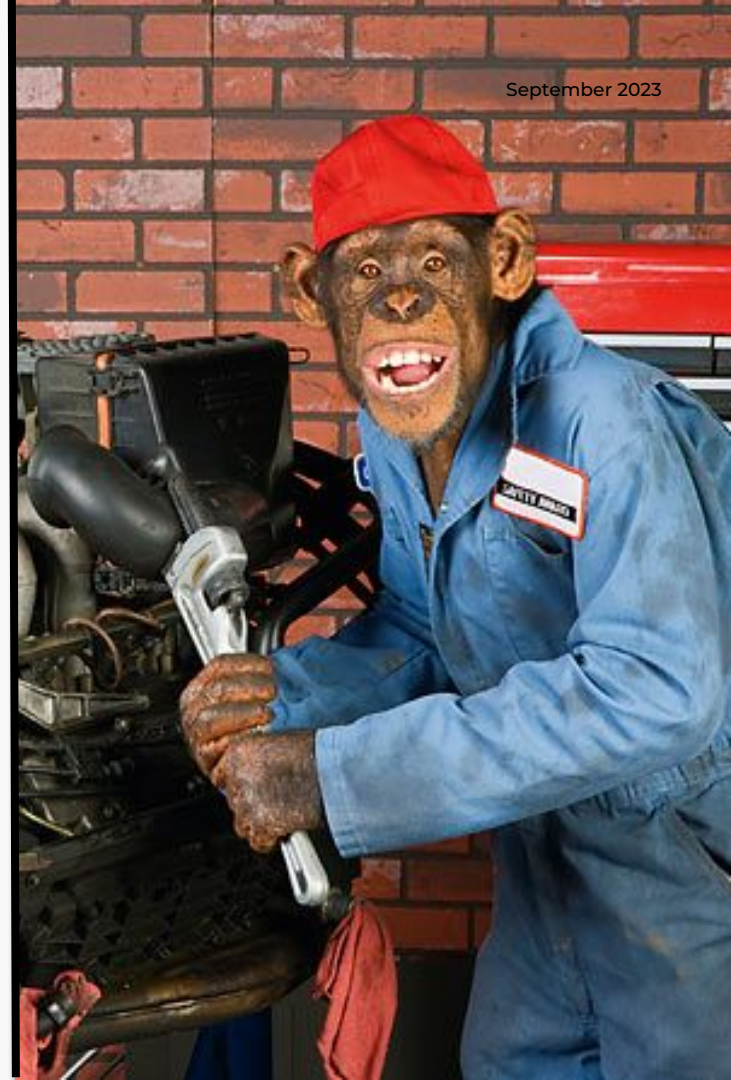
Creativity is not unique
to human beings, but
only humans are
capable of building cars



LEARN MORE



Animals do exhibit behaviors that can be seen as creative. For example, birds might sing unique songs, primates use tools in innovative ways, and octopuses can solve complex problems. However, the scale and scope of human creativity, influenced by our biology and culture, seem to be unique in the animal kingdom.



HYPER ISLAND



HYPER ISLAND



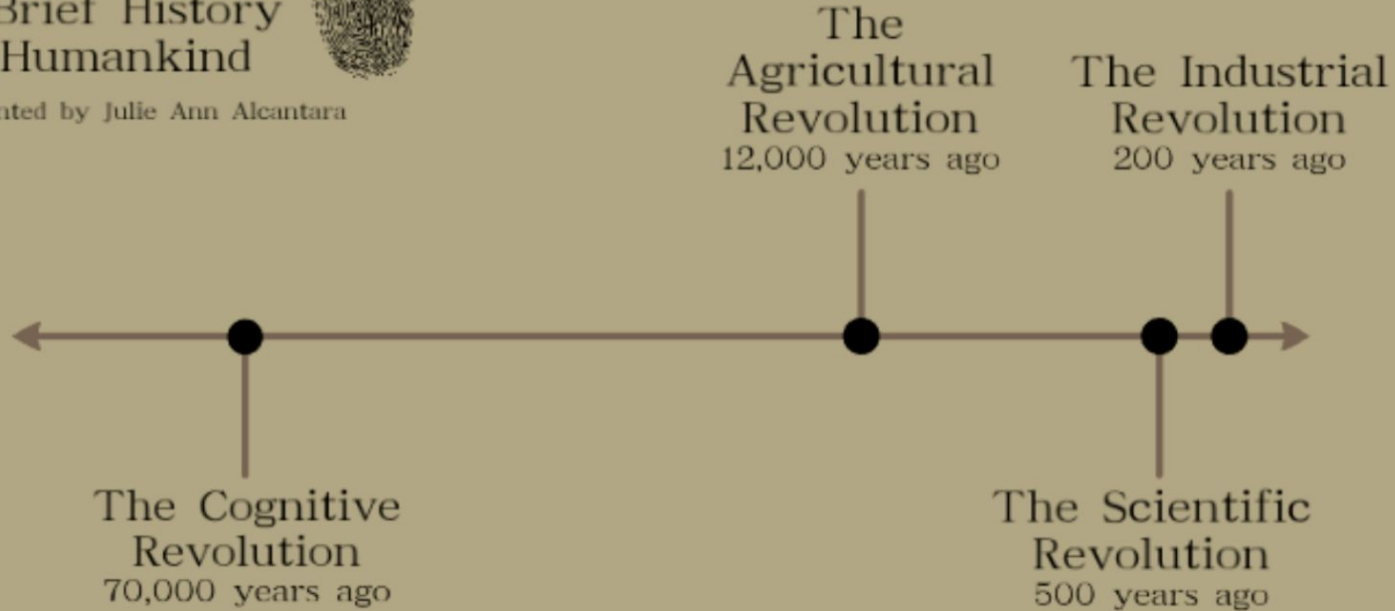
**Homo sapiens possess
a range of cognitive
abilities that set them
apart from other
species.**

**Abstract thinking
Problem solving
Planning & anticipation
Language & communication
Social cognition
Learning & memory
Self awareness
Imagination & creativity
Emotional intelligence
Share belief systems
Tool use & innovation**

Sapiens

A Brief History of Humankind

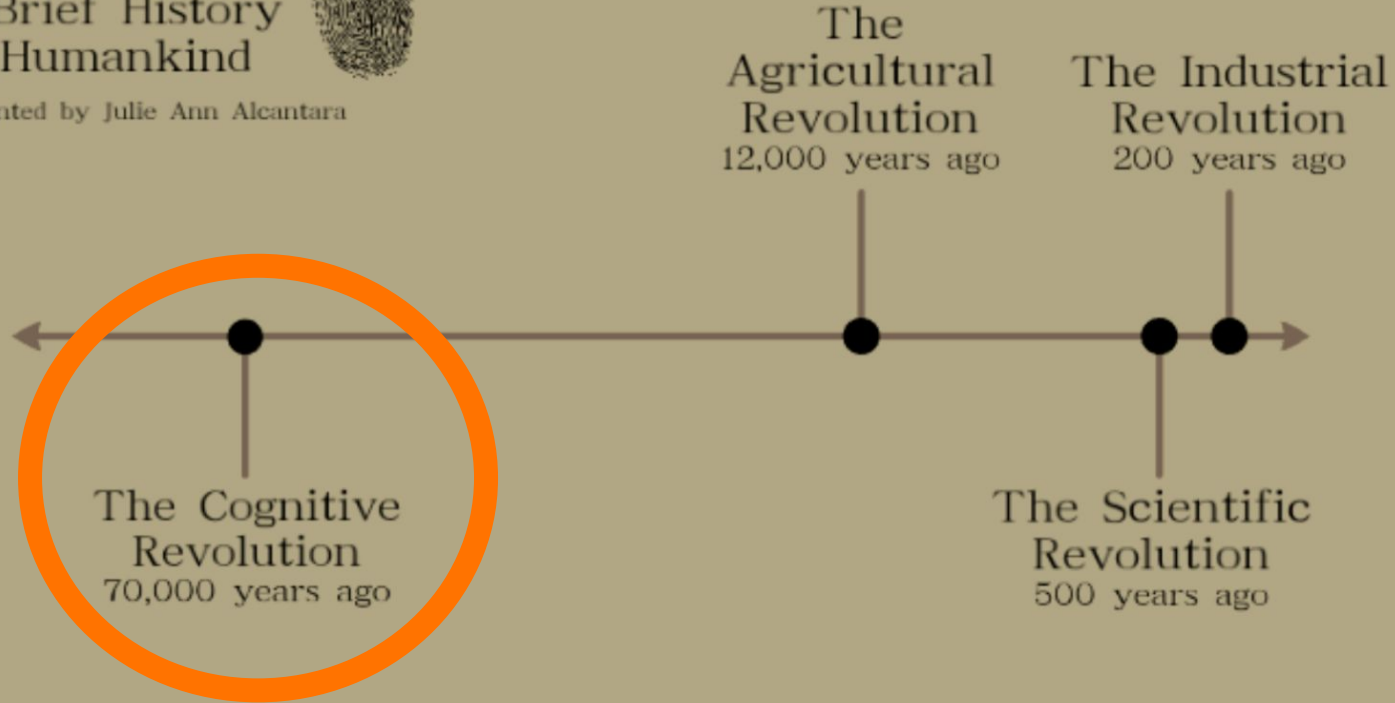
Presented by Julie Ann Alcantara



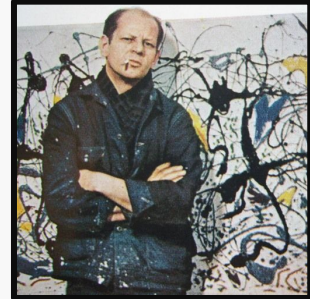
Sapiens

A Brief History of Humankind

Presented by Julie Ann Alcantara



2# Humans are more creative than other species, but are some people more creative than other people?



Is it **nature** or **nurture**?
or **both**?

Genes undoubtedly play a
role in elite swimming
performance, for example.



However, you can't find a body or a brain type when we talk about creatives.



"There is much **evidence**
for the ways in which
culture influences
creators..."



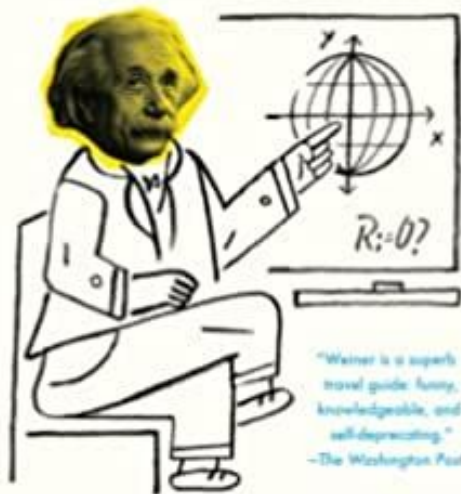
Neuroscience of Creativity

EDITED BY

Oshin Vartanian, Adam S. Bristol,
and James C. Kaufman



The Geography of Genius



"Weiner is a superb travel guide: funny, knowledgeable, and self-deprecating."
—The Washington Post

Lessons from the
World's Most Creative Places

Eric Weiner

Bestselling Author of *The Geography of Bliss*





**Is it possible to
learn how to
become more
creative?**

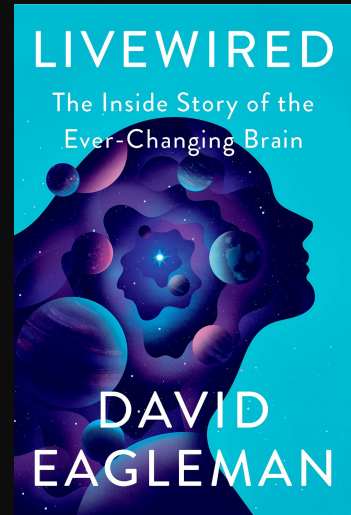
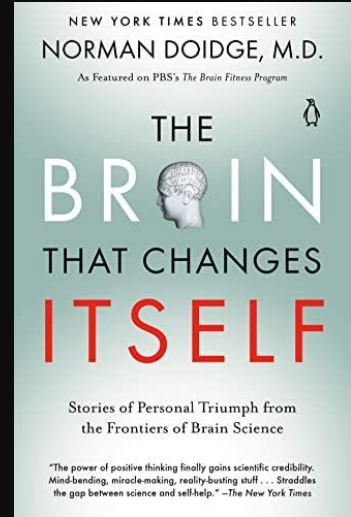
Lucia Laguna,
Brazilian artist,
started painting
when she turned 50.



Neuroplasticity



Neuroplasticity is the ability for the brain to physically rewire itself. By changing your mindset through practices such as meditation, gratitude, acting selflessly, etc., you cause your brain to change physically and make more neural connections.



Creative Thinking

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September 2023



Three questions to help us explore:

1# Other than humans, can animals be creative?

Our cognitive abilities make us more creative as a species

2# Are some people more creative than others?

3# Is it possible to learn to be more creative?

Three questions to help us explore:

1# Other than humans, can animals be creative?

Our cognitive abilities make us more creative as a species

2# Are some people more creative than others?

Culture makes people more creative, not genetics

3# Is it possible to learn to be more creative?

Three questions to help us explore:

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2# Are some people more creative than others?

Culture makes people more creative, not genetics

3# Is it possible to learn to be more creative?

The brain adapts based on what's important to it

MINDSET

Your mindset is the lens
through which you read and
decode the world...

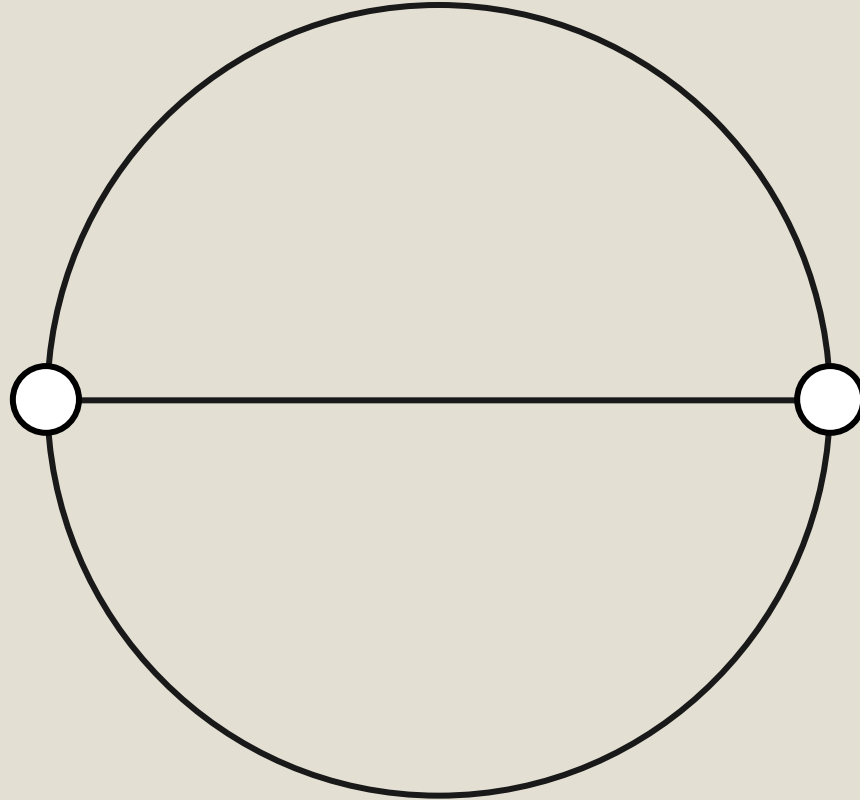


MINDSET

By **nurturing the six elements** we will describe, can **nurture your creativity** and therefore **the way you decode, understand and process the world** around you.

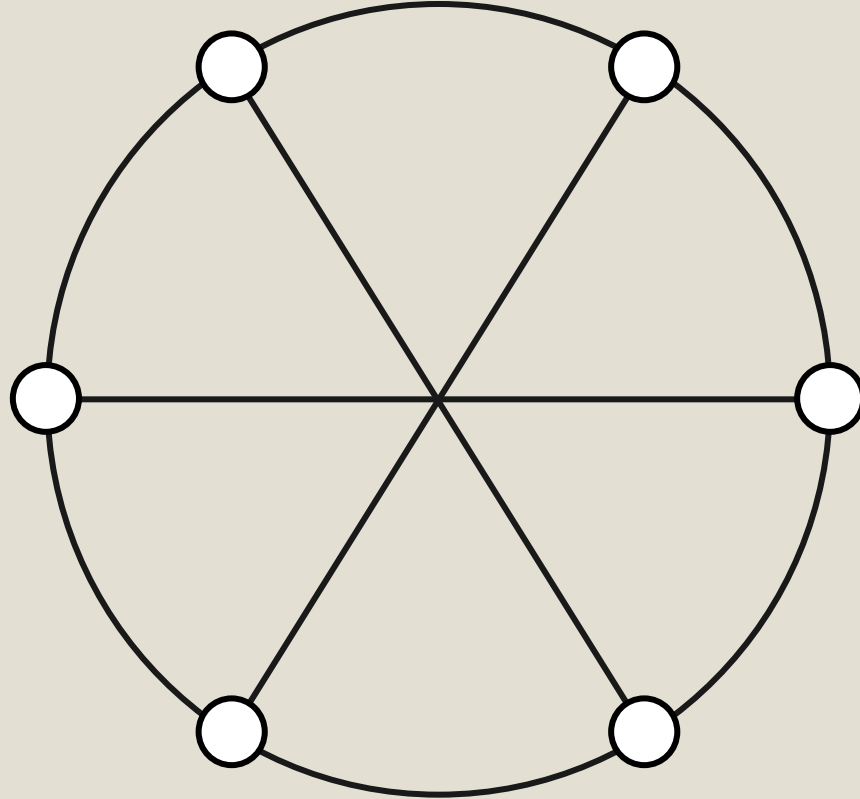


**Grab
a paper
and pencil**



12

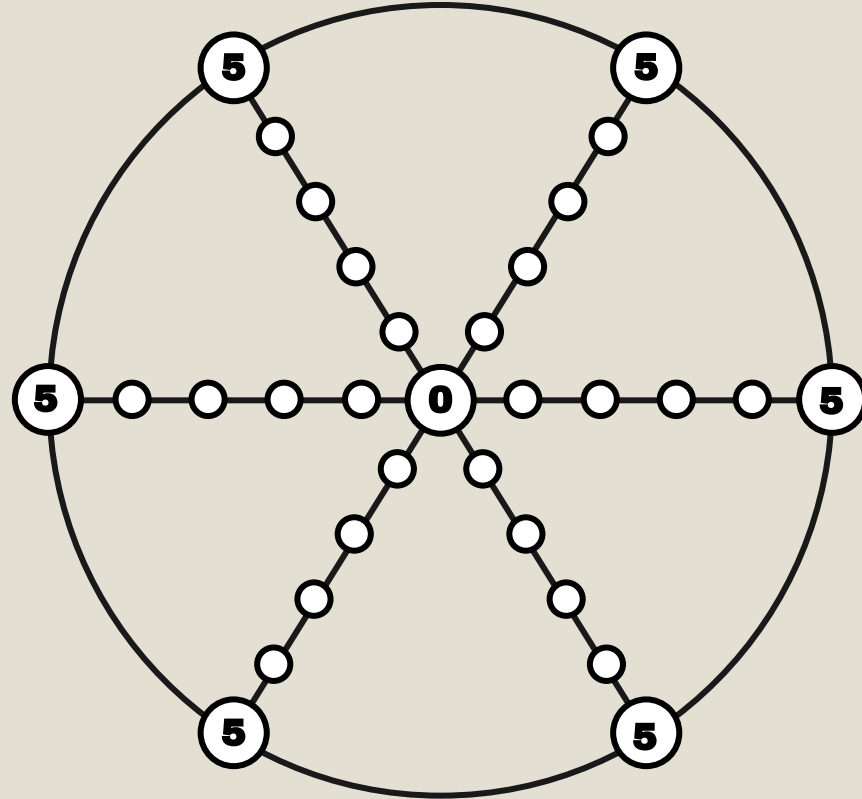
seconds



10

seconds

HYPER ISLAND



17

seconds

Curiosity

Community

Courage

Commitment

Concentration

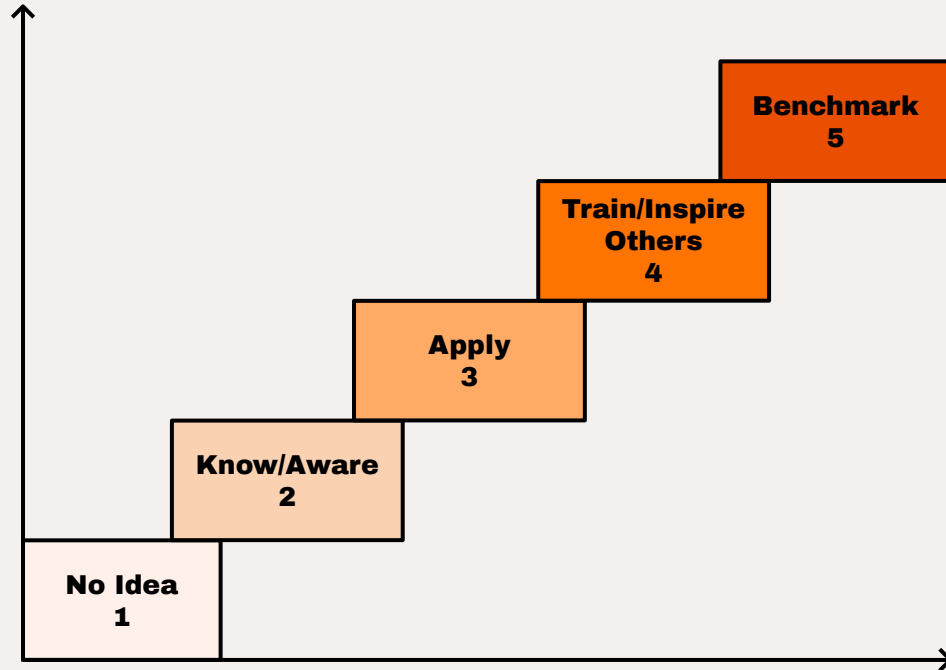
Craft

6 VIRTUES

Findings based on our research and journeys with people and teams from the creative industry.

Work In Progress.

KAT Virtues Self Assessment



There are different stages for each virtue.

You'll be able to assess yourself until stage 4.

In real life we look for **proof of work**

Curiosity

Community

Courage

Commitment

Concentration

Craft

**CREATIVE
MINDSET**

The 6 C's of a
Creative Mindset

**“Why did you become
a scientist, rather than
a doctor or lawyer or
businessman, like the
other immigrant kids
in your neighborhood?”**

The New York Times

Opinion

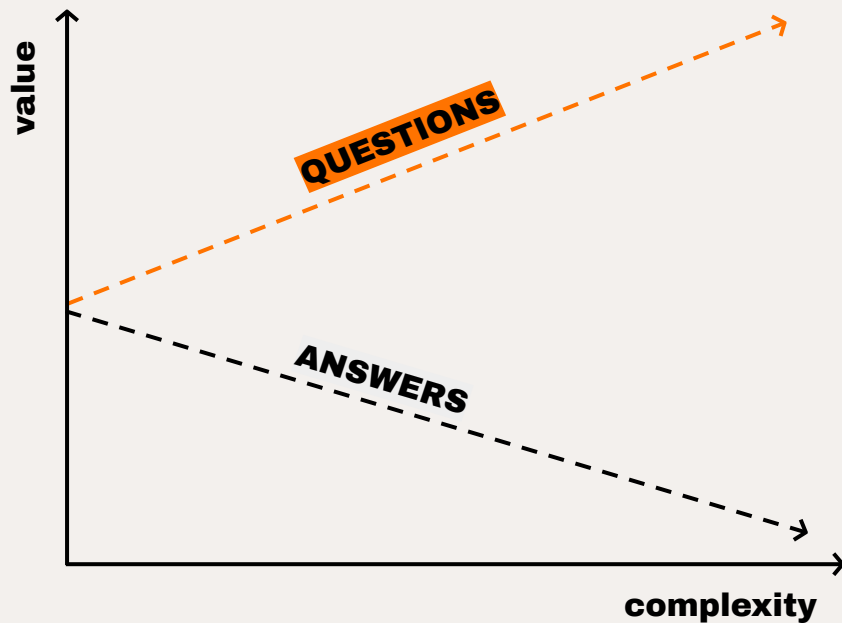
'Izzy, Did You Ask a Good Question Today?'

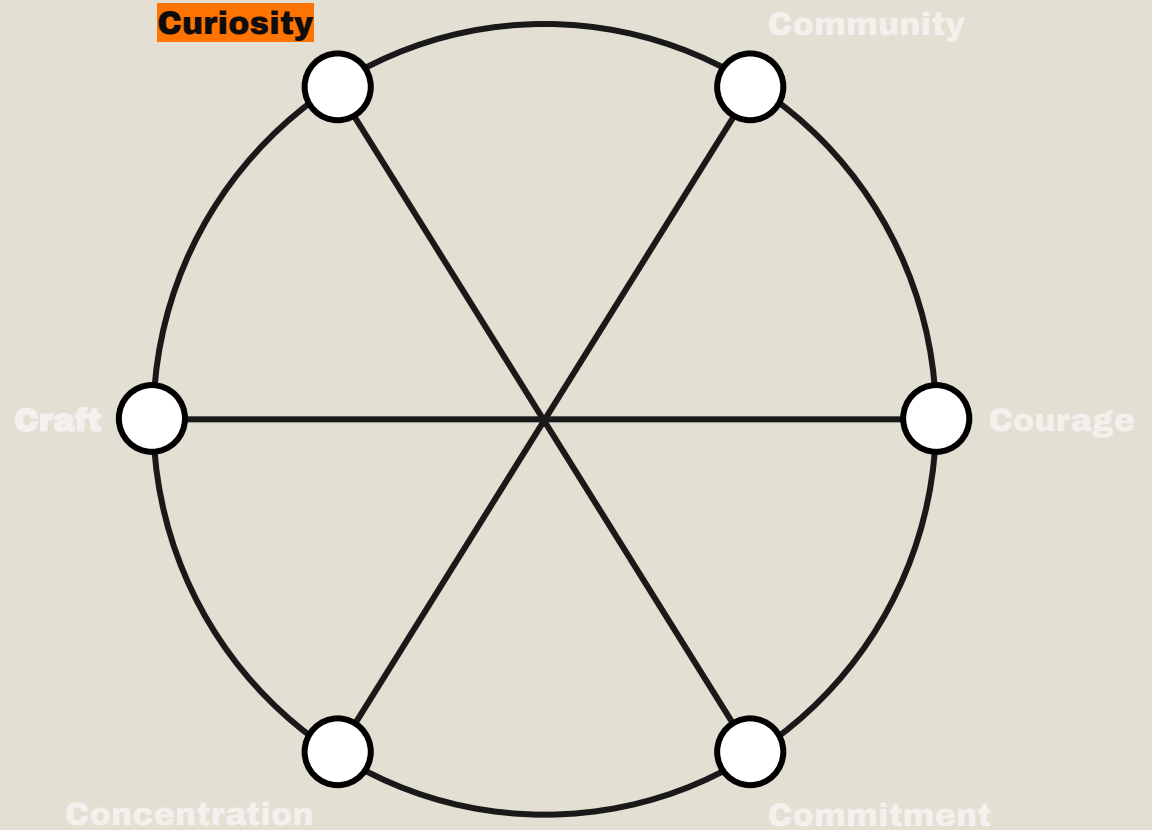
Jan. 19, 1988

The power of beautiful questions

Questions **OPEN**

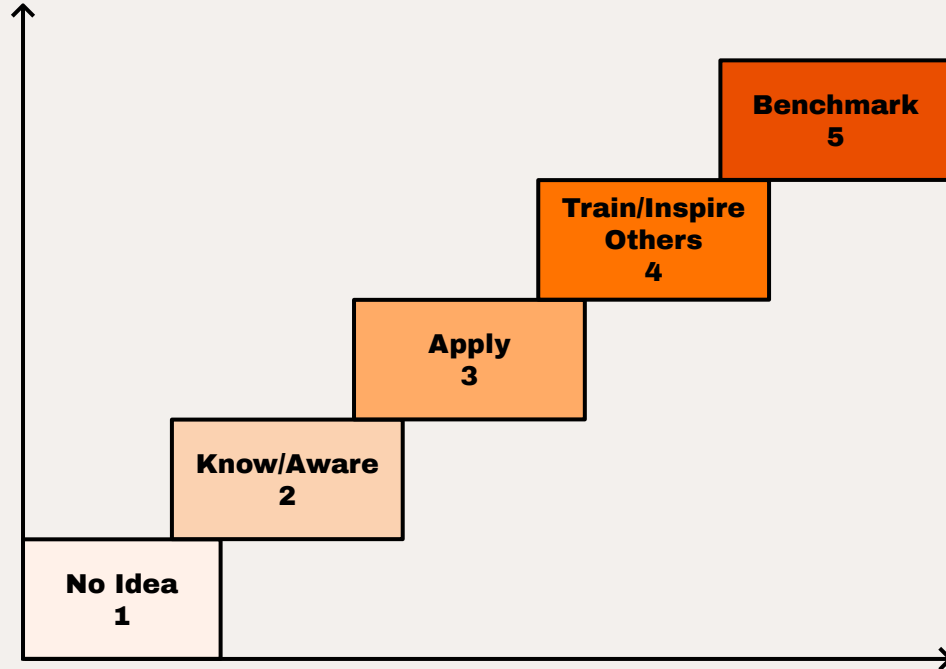
Answers **END** a process...





From 1 to 5
assess your
curiosity
regarding
your creative
process.

KAT Virtues Self Assessment



Don't overthink it.

Limit theorem.

There will be calibration
and context

Curiosity

Community

Courage

Commitment

Concentration

Craft

**CREATIVE
MINDSET**

The 6 C's of a
Creative Mindset



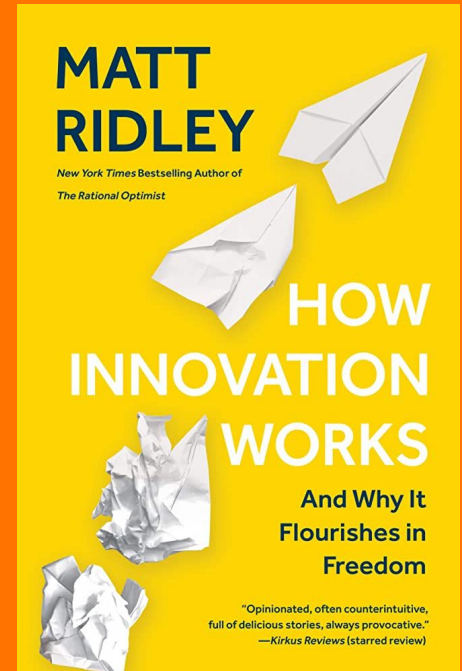
Innovation is often assumed to be the work of a talented few, whose products are passed on to the masses. ... innovations are instead an emergent property of our species' cultural learning abilities, applied within our societies and social networks.

Muthukrishna & Henrich and the collective brain

“

Innovation is not an individual phenomenon, but a collective, incremental, messy, network phenomenon. It is full of simultaneous tinkering and innovation, trial and error and knowledge sharing among many participants.

Matt Ridley



Innovation is... ideas having sex

Matt Ridley



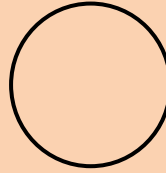
Group thinking doesn't work, rather try ants-work.

How intermittent breaks in interaction improve collective intelligence.

PNAS

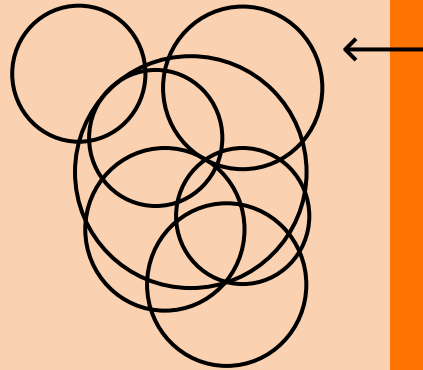


Problem Space



**AN INTELLIGENT
INDIVIDUAL**

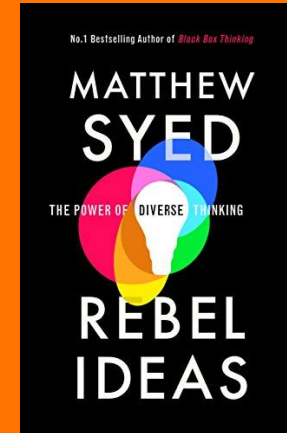
Problem Space



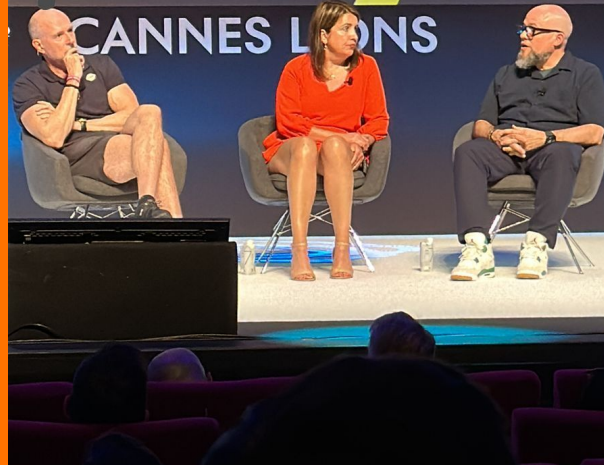
**Great minds think
alike... and create
gigantic blind spots**

**AN UNINTELLIGENT
TEAM A TEAM OF
CLONES**

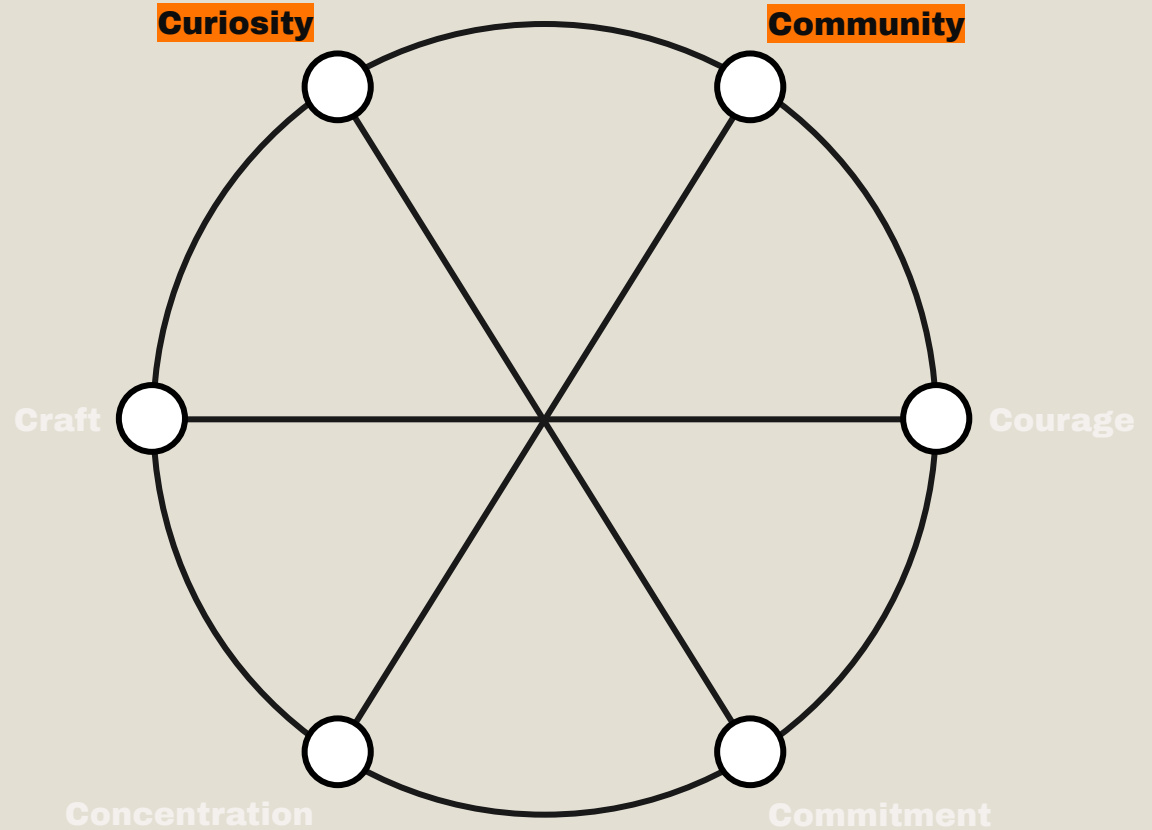
Matthew Syed - Rebel Ideas



I try to surround myself with people that often disagree with me, & its as hard as f*ck for me cause I'm a narcissist, but when you're all barking up the same tree, it gets stupid



- **What networks/communities do YOU belong to?**
- **How much do you interact with them?**
- **How much diversity/weirdness do you get from them?**



From 1 to 5
assess your
community
regarding
your creative
process.

Curiosity

Community

Courage

Commitment

Concentration

Craft

CREATIVE

MINDSET

The 6 C's of a
Creative Mindset

“

**The most difficult thing is
the decision to act, the rest
is merely tenacity.**

Amelia Earhart



**Courage is the most
important of all the
virtues, because without
courage you can't
practice any other virtue
consistently.**


Maya Angelou



Courage

**To ask questions
To experiment
To fail
To try**



A woman with long dark hair, wearing a vibrant floral-patterned short-sleeved shirt, is seated in a dimly lit, cluttered room. She is looking off to the side with a contemplative or weary expression. The room is filled with large cardboard boxes, some stacked high, and a black trash bag is visible in the foreground. A white mesh screen or partition is partially visible on the left. The overall atmosphere is one of isolation and struggle.

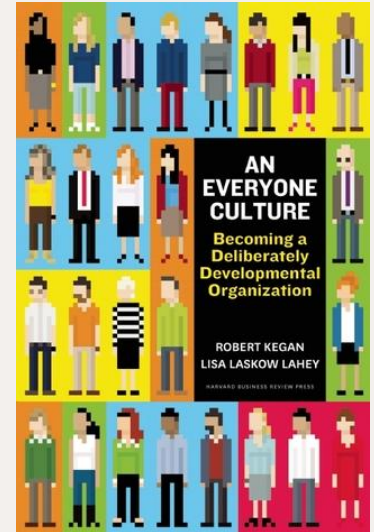
Courage Biggest Foe: Second Job

Second job

In an ordinary organization, most people are doing a second job no one is paying them for...

... spending time and energy protecting their reputation and trying to convince others that they are intelligent individuals.

65%



“

**Being deeply loved by
someone gives you strength
while loving someone
deeply gives you courage**

Lao Tzu

THE JOURNEY OF CREATIVE RISK-TAKING

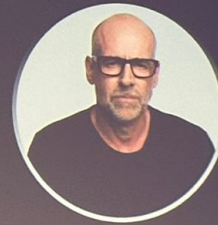
DOUG MARTIN



MELISSA WILDERMUTH



SCOTT GALLOWAY

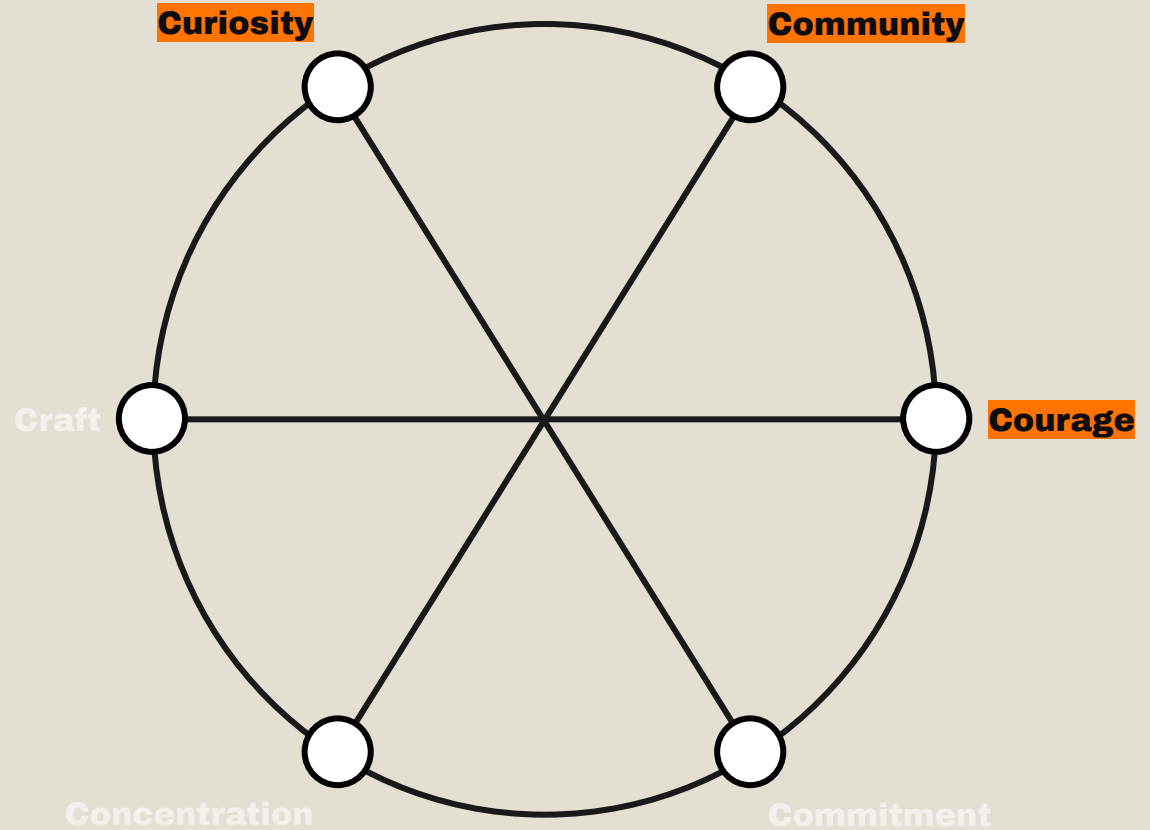


THIS IS YOUR MOMENT.



CONNECTIONS





From 1 to 5
assess your
courage
regarding
your creative
process.

BREAK OUT ROOMS

Share your assessment

7 minutes

Curiosity

Community

Courage

Commitment

Concentration

Craft

CREATIVE

MINDSET

The 6 C's of a
Creative Mindset

A word
after a word
after a word
is power.

- Margaret Atwood



Commitment

“

Everybody has the same energy potential. The average person wastes his in a dozen little ways.

I bring mine to bear on one thing only: my paintings, and everything else is sacrificed to it... myself included.

Pablo Picasso

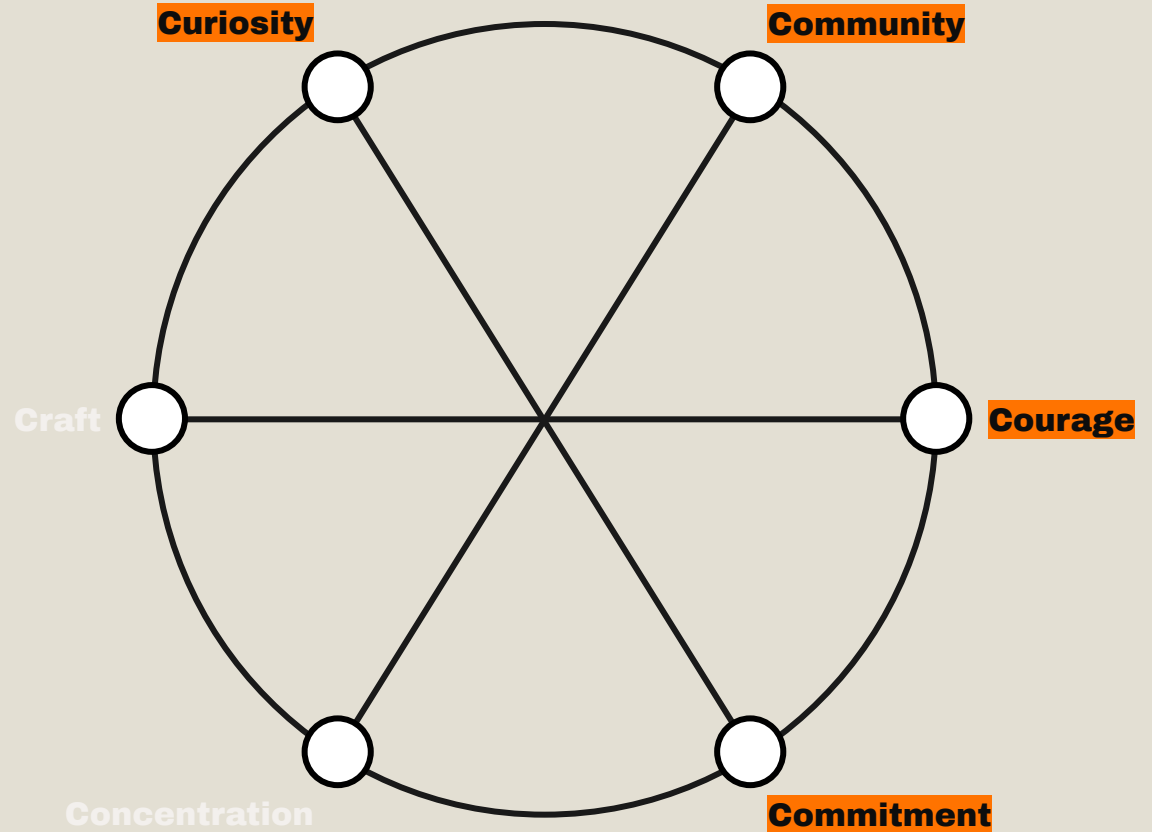


Commitment ... on entropy

He who does not apply
new remedies must
expect new evils;
because time is the
greatest innovator.

Sir Francis Bacon





From 1 to 5
assess your
commitment
regarding
your creative
process.

Curiosity

Community

Courage

Commitment

Concentration

Craft

**CREATIVE
MINDSET**

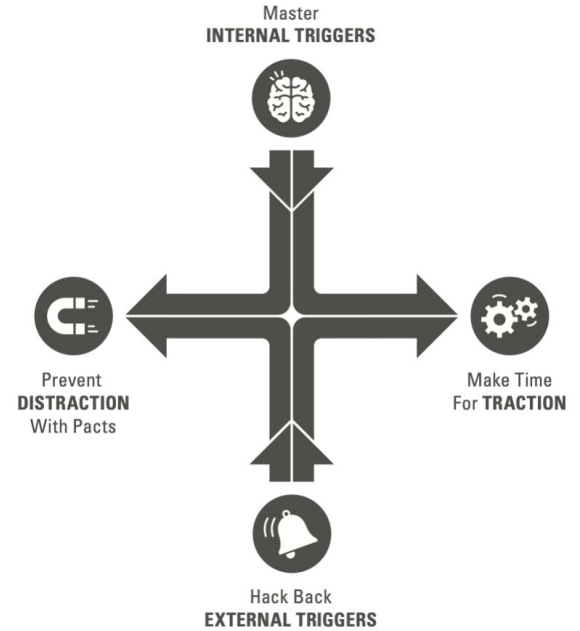
The 6 C's of a
Creative Mindset

Concentration

How well do you tackle distractions?

How you define your space and time defines your ability to reduce distractions?

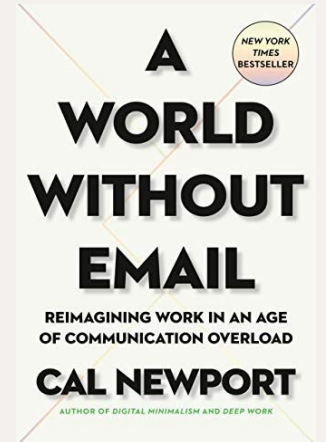
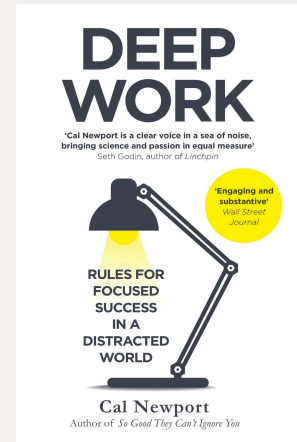
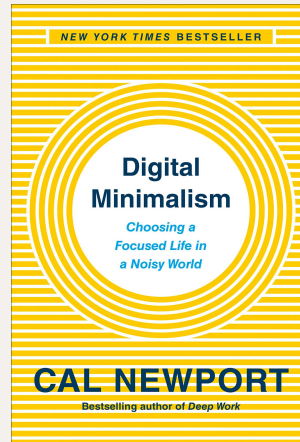
How to be Indistractable

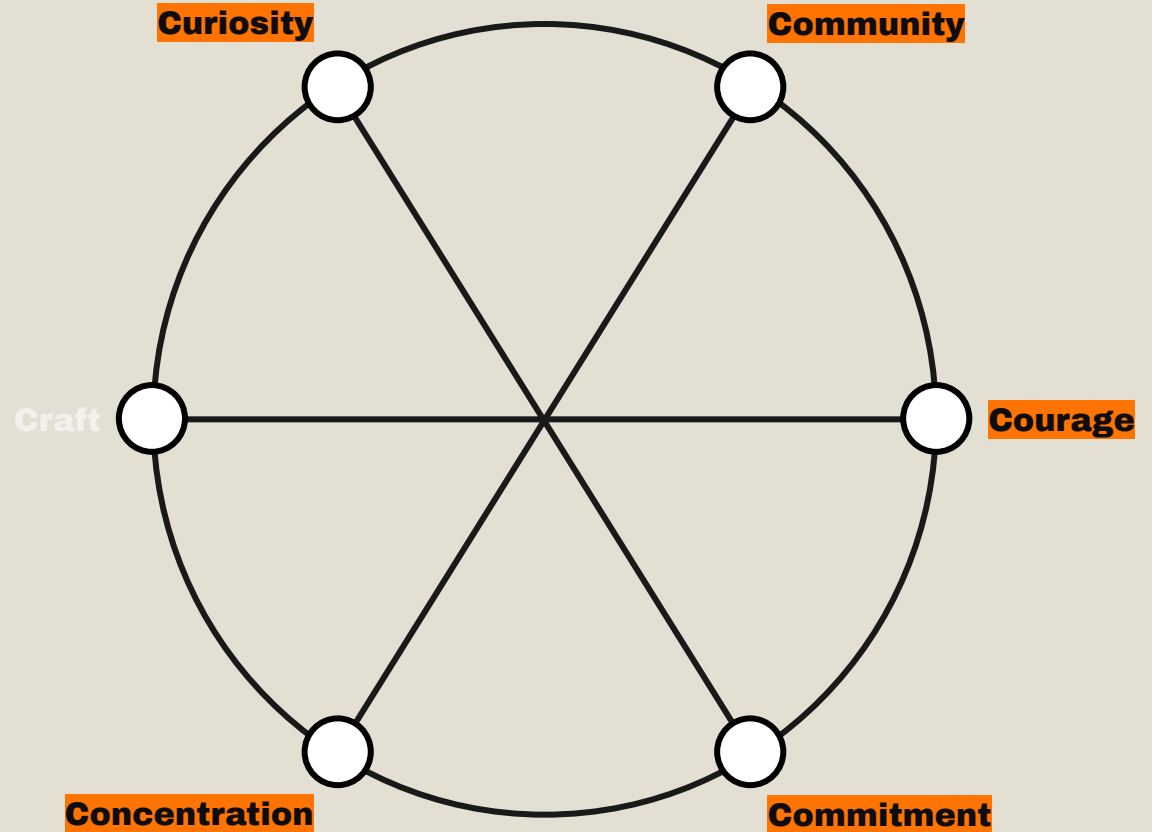


From "Indistractable" by Nir Eyal

Concentration

Empowering ourselves to be at the helm of our lives by deciding intentionally where and how to use our focus and attention in a noisy, unabating attention economy.





From 1 to 5
assess your
concentration
regarding your
creative process.

Curiosity

Community

Courage

Commitment

Concentration

Craft

CREATIVE

MINDSET

The 6 C's of a
Creative Mindset

Craft

The tangibility of your creativity.

Experiment with the material,
the people, your brain.

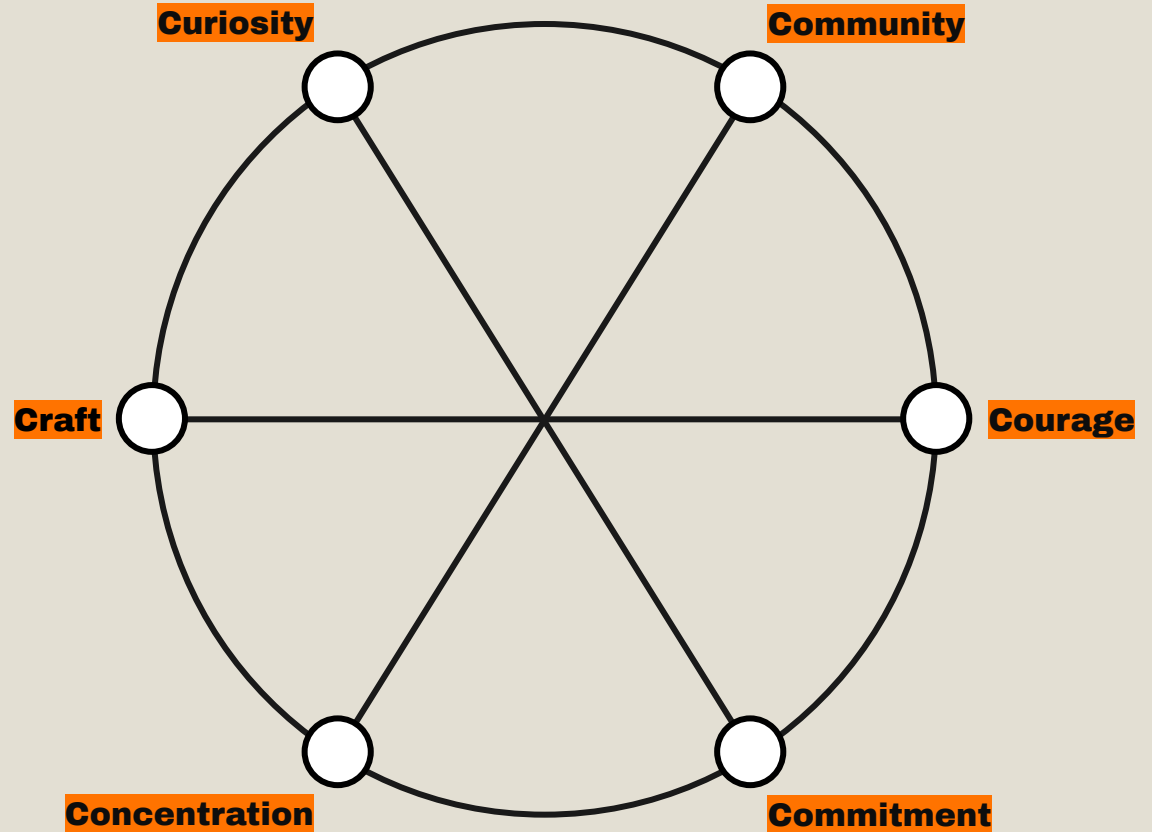


“

Craft is a way of doing things involving deliberateness and attention to detail and representing the accumulation of skill over time.

Miguel Gómez-Ibáñez

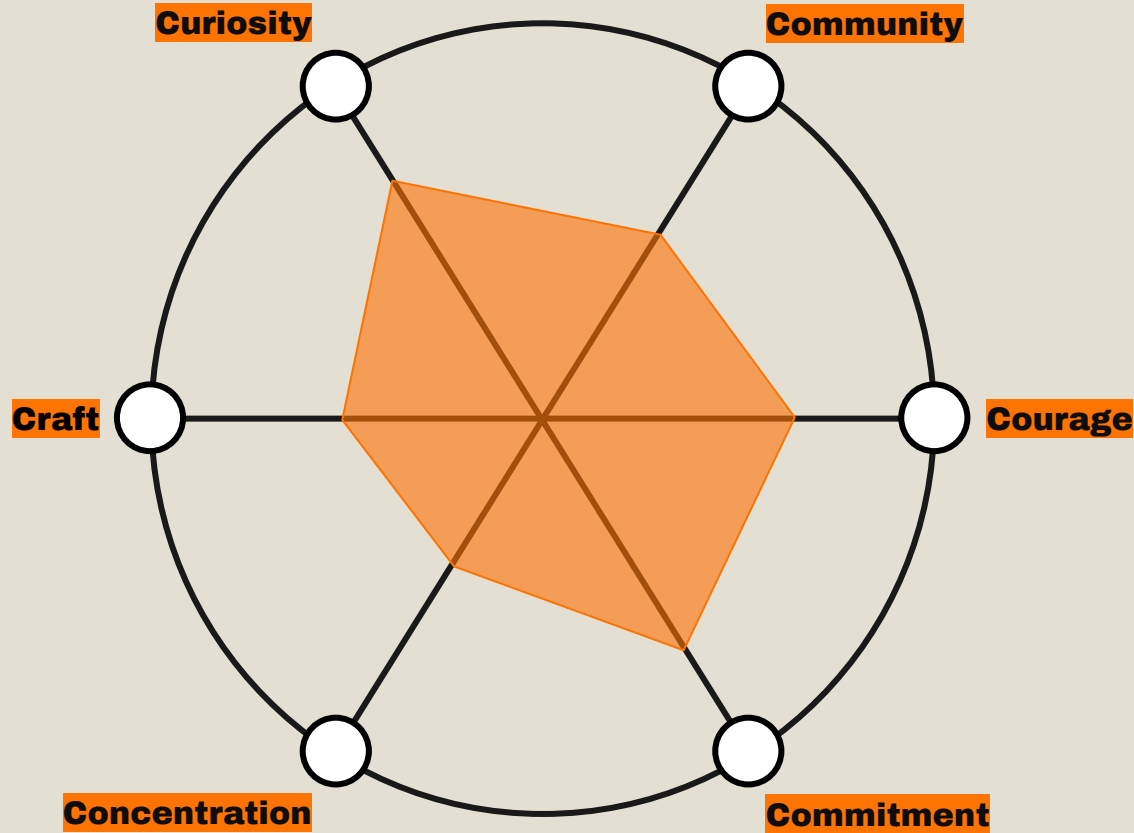




From 1 to 5
assess your **craft**
regarding your
creative process.

HYPER ISLAND

September, 2023





How was it?

Weekly Challenge

STEP 1

Done Self Assessment

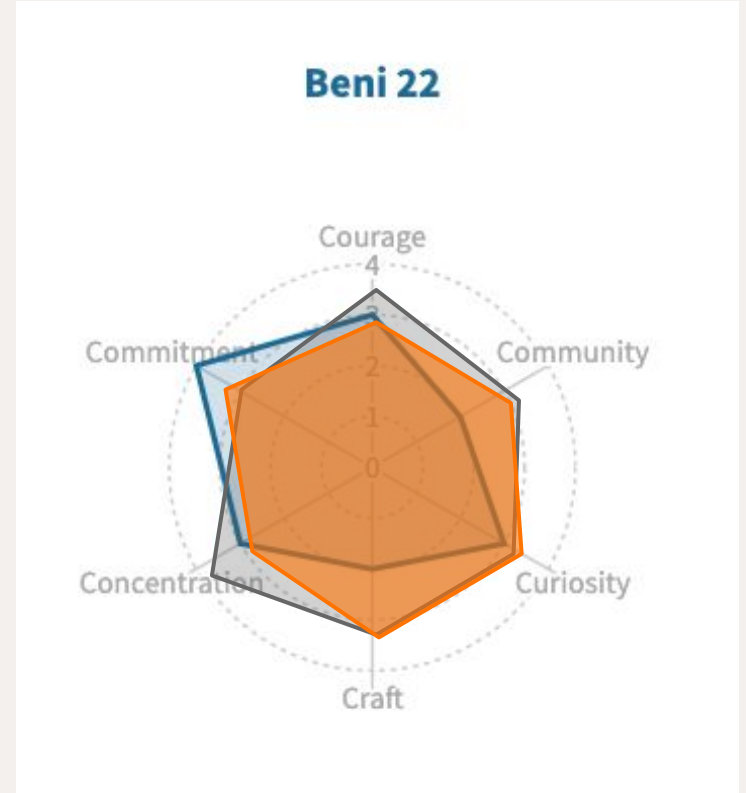


STEP 2

Calibration & Context

Ask friends or colleagues that know you well about the results.

Check your different contexts.
Reflect and finalize the calibration.



STEP 3

Define your ambition

Beni 22

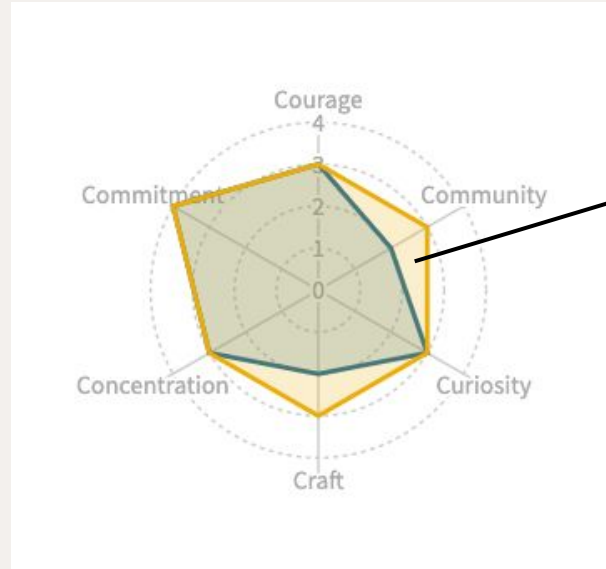


Beni 23



STEP 4

Think about Rituals (inspiration from Toolkit and others)



Rituals that will bring you there!

Fight epistemic walls and echo chambers by discovering new networks and talking to strangers.

Check-out

Thank You!

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