

Leading with Creative Confidence




Creative
Confidence:
Natural
human ability

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Natural human ability



+ Courage to act

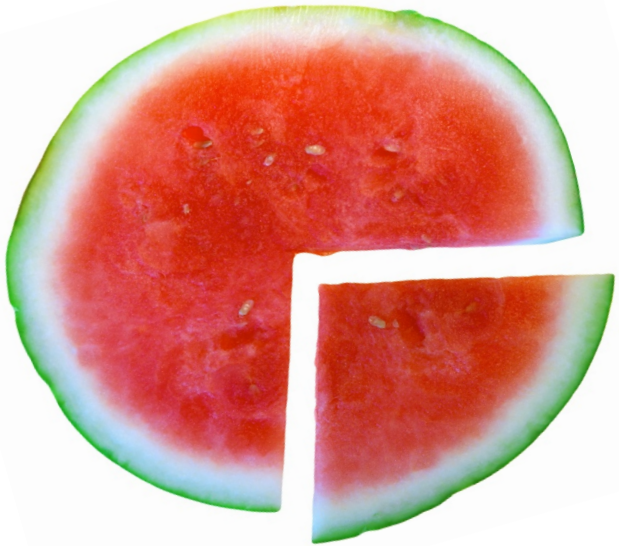


Adobe “State of Create” global survey



80%

of people think unlocking creativity is critical to economic growth...



...but only

25%

feel that they are living up to their creative potential.


How might we unlock the creative potential of the other 75%?


Blend Technology with Humanity



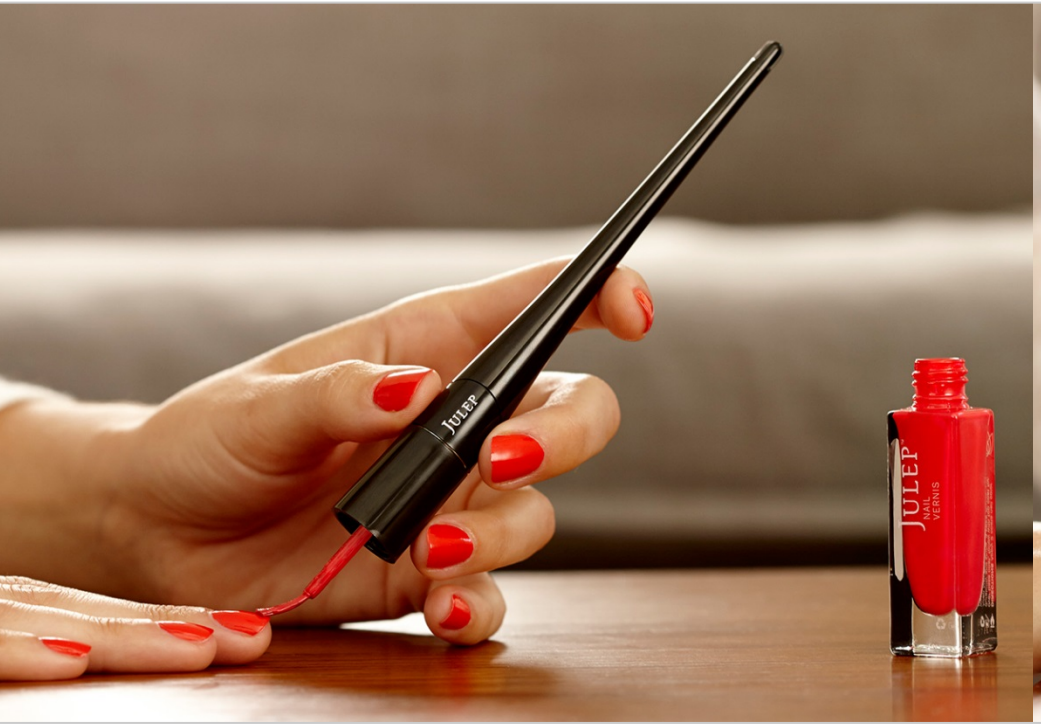
Doug Dietz
at GE Healthcare


GE Adventure Series Scanners



“...Social Media is Fueling the Next $1B Beauty Brand.”

- *Forbes* 2/10/14





More dexterity with your non-dominant hand


「計画的に」
計画的に」を計画する


「計画的に」
計画的に」を計画する





“Look at your end user and think about what would make their experience better, more unique, or more pleasurable, and then work backward."

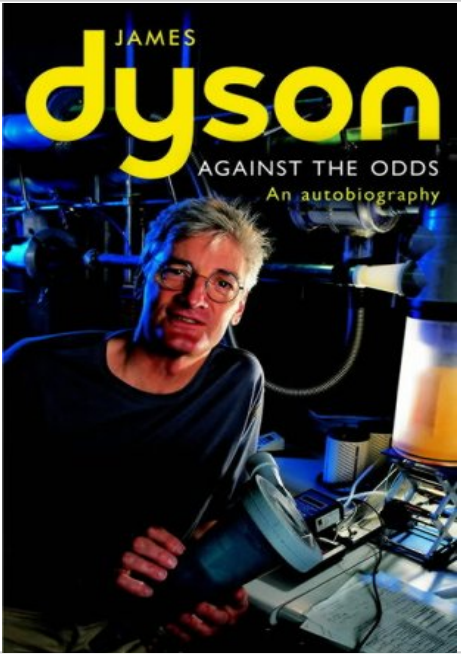
Jonah Staw
Founder, Little Missmatched


Treat Life as an Experiment



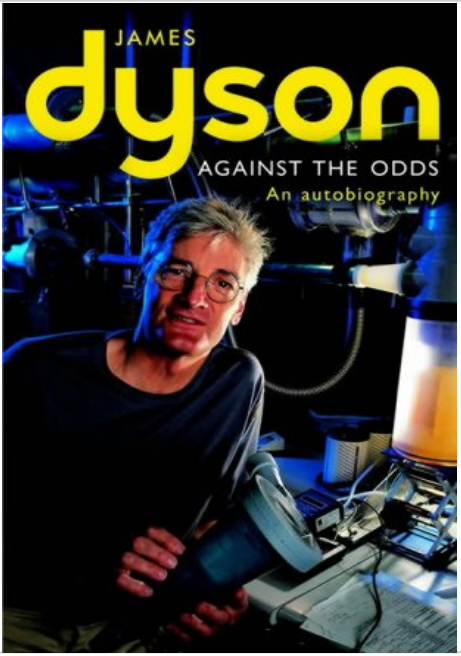


Dyson’s retail experiment





James Dyson’s cyclonic vacuum





James Dyson’s cyclonic vacuum started with 5128 prototypes!


123
SESAME STREET
ELMO'S MONSTER MAKER



Experimenting with a 1-hour prototype




Build on the Ideas of Others


part student


part student
part teacher

A fad concept from a foreign land...

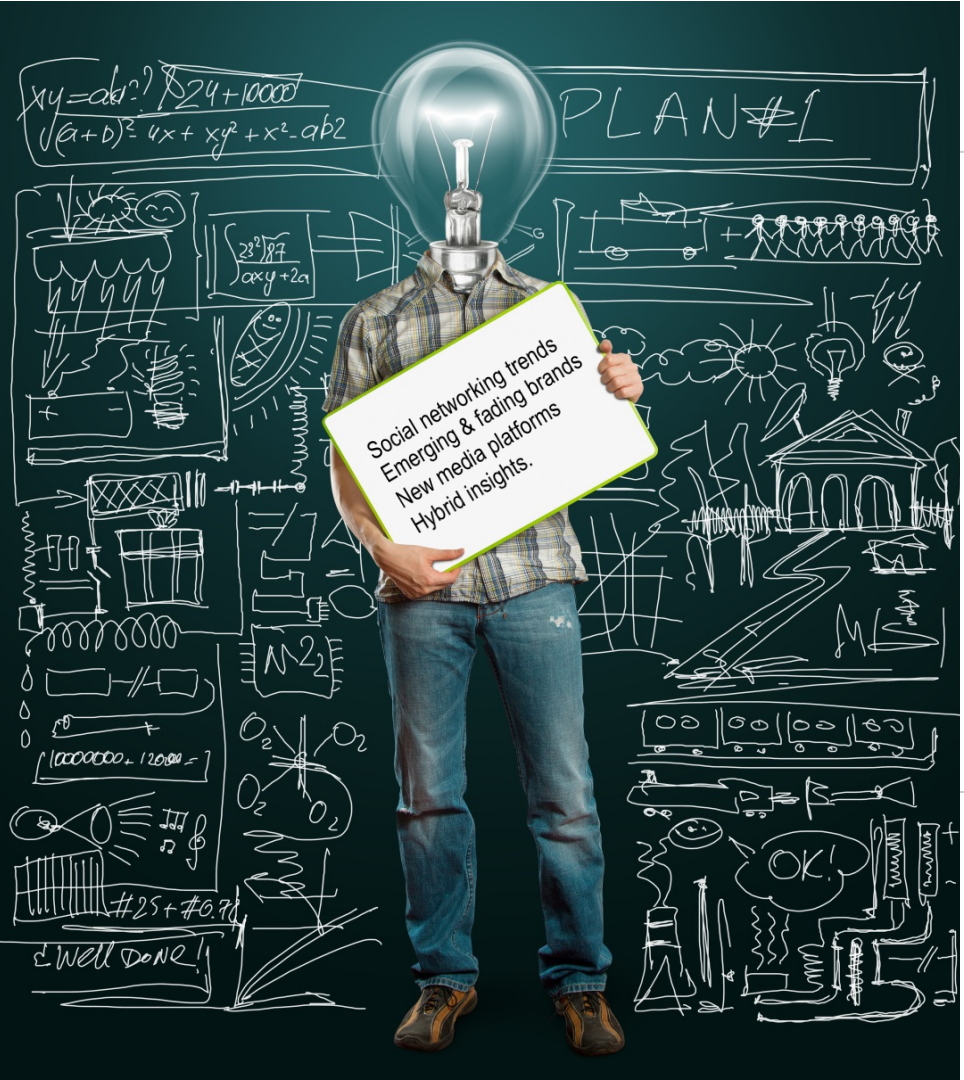


...which *gained* in translation, creating a distinctive brand.

MUJI
無印良品







Seek young ideas with a “reverse mentor”


Build on the Ideas of Others


Always Start with Empathy


Treat Life as an Experiment



Nurture your own Creative Confidence

