

C L E S
R I R
E V E H
A E A I
T D P

CREATIVE
LEADERSHIP

DRIVING IT
INNOVATION
& CHANGE

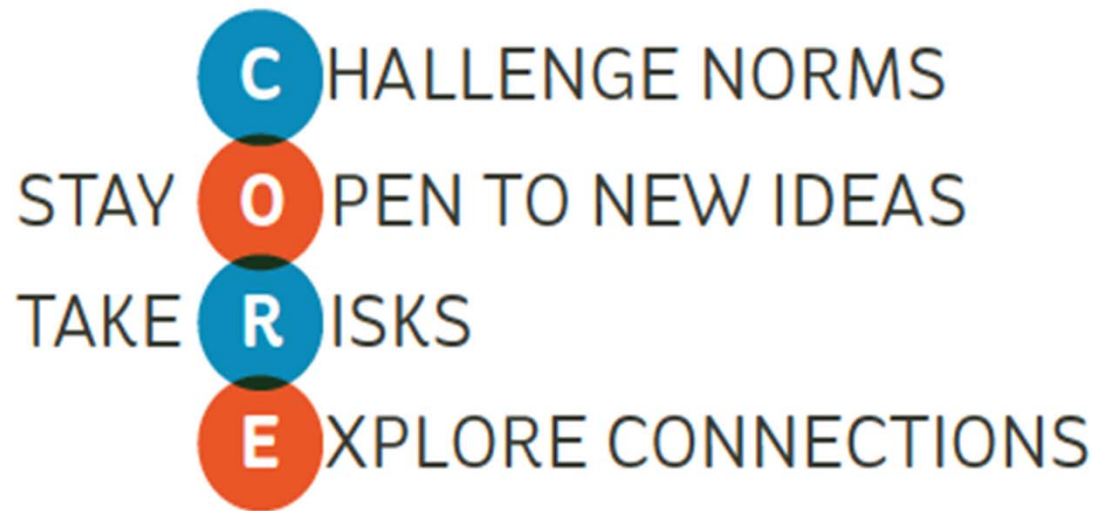


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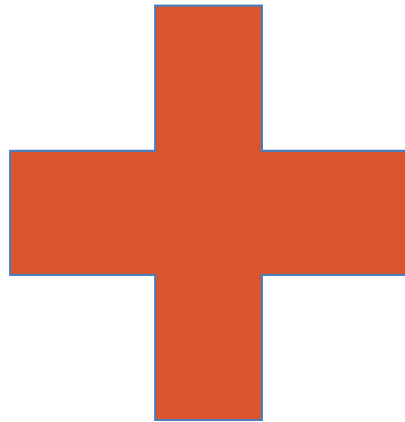
CREATIVE LEADERSHIP

THE CORE MODEL



MATH TIME!

Yell out the **cumulative sum**



1000

40

1000

30

1000

20

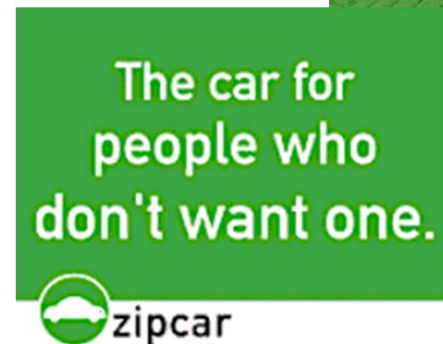
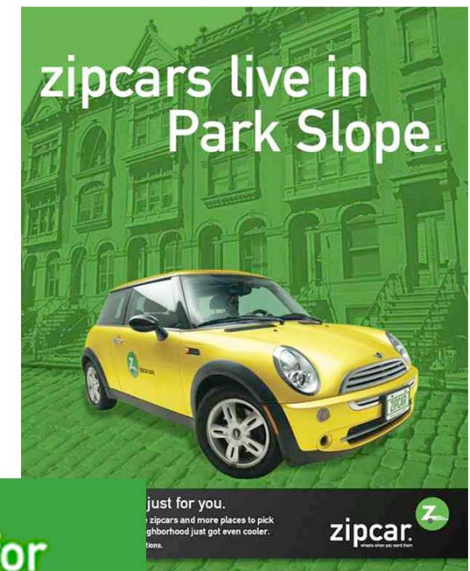
1000

10

CHALLENGE NORMS

THE RENTAL CAR BUSINESS

- Rent by the day
- Charge for Gas usage
- Sell additional insurance
- Cars assigned based on availability
- Fleet cars (nothing too cool)
- Based at airports/major city locations
- Full staff



CREATIVE LEADERSHIP

THE CORE MODEL

CHALLENGE NORMS
STAY **O**PEN TO NEW IDEAS
TAKE **R**ISKS
EXPLORE CONNECTIONS

CHALLENGE NORMS
List the norms that you will consider challenging

STAY **O**PEN TO NEW IDEAS

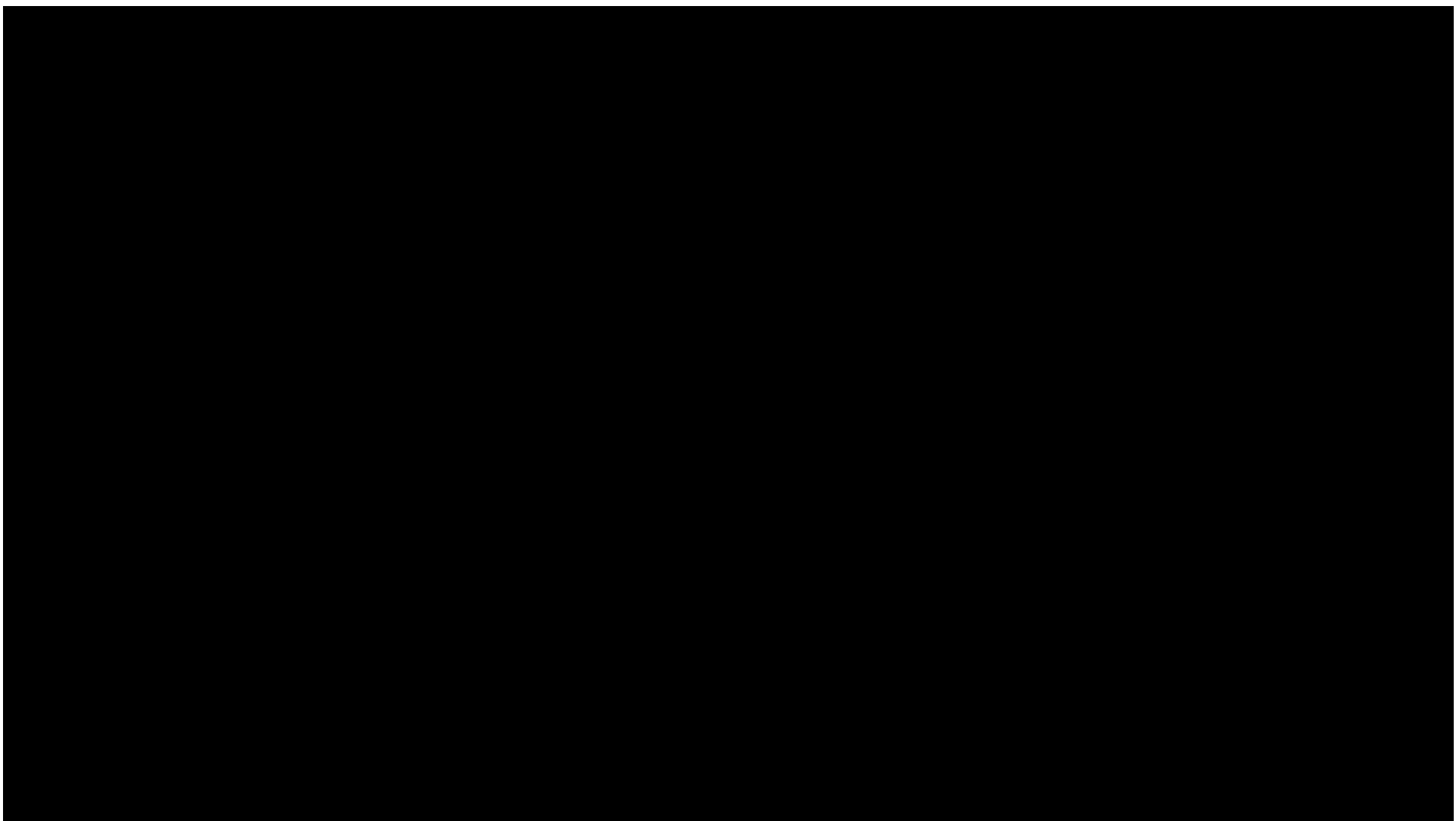
- P**OSITIVES
- O**PPORTUNITIES
- I**SSUES
- N**EW **T**HINKING

TAKE **R**ISKS
How can you make "failure" safe/expected?

EXPLORE CONNECTIONS

- Gaming mechanics
- Millennials
- Aging population
- Health and wellness

CREATIVE LEADERSHIP UNIVERSITY
DRIVING INNOVATION & CHANGE





SCRATCH 'N SNIFF CLOTHING



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STAY OPEN TO NEW IDEAS

POINT PINT PI

Positives

What is good about the idea?

Opportunities

What would success bring? Any other ideas?

Issues

Top concerns **phrased as questions**.

[**N**ew
Thinking]

Generate ideas to answer your most critical concerns.

Source: A version of Point was developed in the early 1980's by Diane Foucar-Szocki, Bill Shephard and Roger Firestein. Credit to Bob Moore for creating the POINT metaphor

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