

The theory of creativity

C=ME2 (creativity = me empowered)

The ability to think creatively is the one core human truth that will remain relevant in the brave new world of Artificial Intelligence. Thankfully, I believe everyone has the power to be creative.

But wait, haven't we all been told at one point or another that we're not the "creative type"? That we should leave the creativity to the "Creatives"? For most of us, this has happened so many times that we end up actually believing it. For adults, not being creative is an accepted fate.

But weren't we kids once? Turning boxes into spaceships and pillows and blankets into forts and castles? What happened to that creativity? Well, with an education and corporate structure that encourages finding the single "right answer" to every question, we are trained to fall in line, and shut down that creative portion of our brain.

Fortunately, that childhood creativity did not dissipate – it's just lying dormant, waiting to be brought back to life. And those that are able to access it – the Edisons' and Einsteins' and Disneys' and Jobs' of the world – are the ones that are able to drive massive creative disruption through major new theories and industries.

So, how can you embed a sustainable culture of innovation and creativity throughout your organization, and encourage every employee to think creatively? Let me show you with my Theory of Creativity keynote. Leaning on 25 years with the Walt Disney Company, most recently as Head of Innovation & Creativity, I have designed a tangible Innovation Toolkit that everyone

can use to "Think Different" and solve real challenges in the marketplace by leveraging their creative mind.

By the end of my talk, your audience will walk away with a series of unique Creative Behaviors and Innovation Tools that will allow them to deliver revolutionary thinking and drive substantial results in all areas of your business.



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