The Psychology of Innovation

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How?

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How?

Behavioral How?

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How?

Behavioral How?

Economically-Sound Behavioral How?

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Solutions are See, Think, Act

Superhuman Intelligence
How to Create a Genius Group Brain

1. Diverse **Fluency**
2. Powerful **Culture** that prioritizes Socrates and diminishes Nero
3. **Cadence** that prioritizes the important over the urgent
4. **Meta-work** to maximize each facet of See, Think, Act

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SEE, THINK, ACT

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SEE, THINK, ACT

Intelligence of Inputs

Internal Inputs

Acceptance, Intuition, and Emotion

External Inputs

Empirical & Social

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SEE, THINK, ACT

"Talent hits targets no one else can hit.
Genius hits targets no one else can see."

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SEE, THINK, ACT

Visionaries look for solvable oppression, not solvable opportunity.

Understanding Role

Problem - What is the pain in the world that we address?

Product - What do we make that actually fixes the pain?

Positioning - How do you introduce the product to the market?

CORE

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Processing Intelligence

Reactionary vs. Guess ‘n Check vs. Creative

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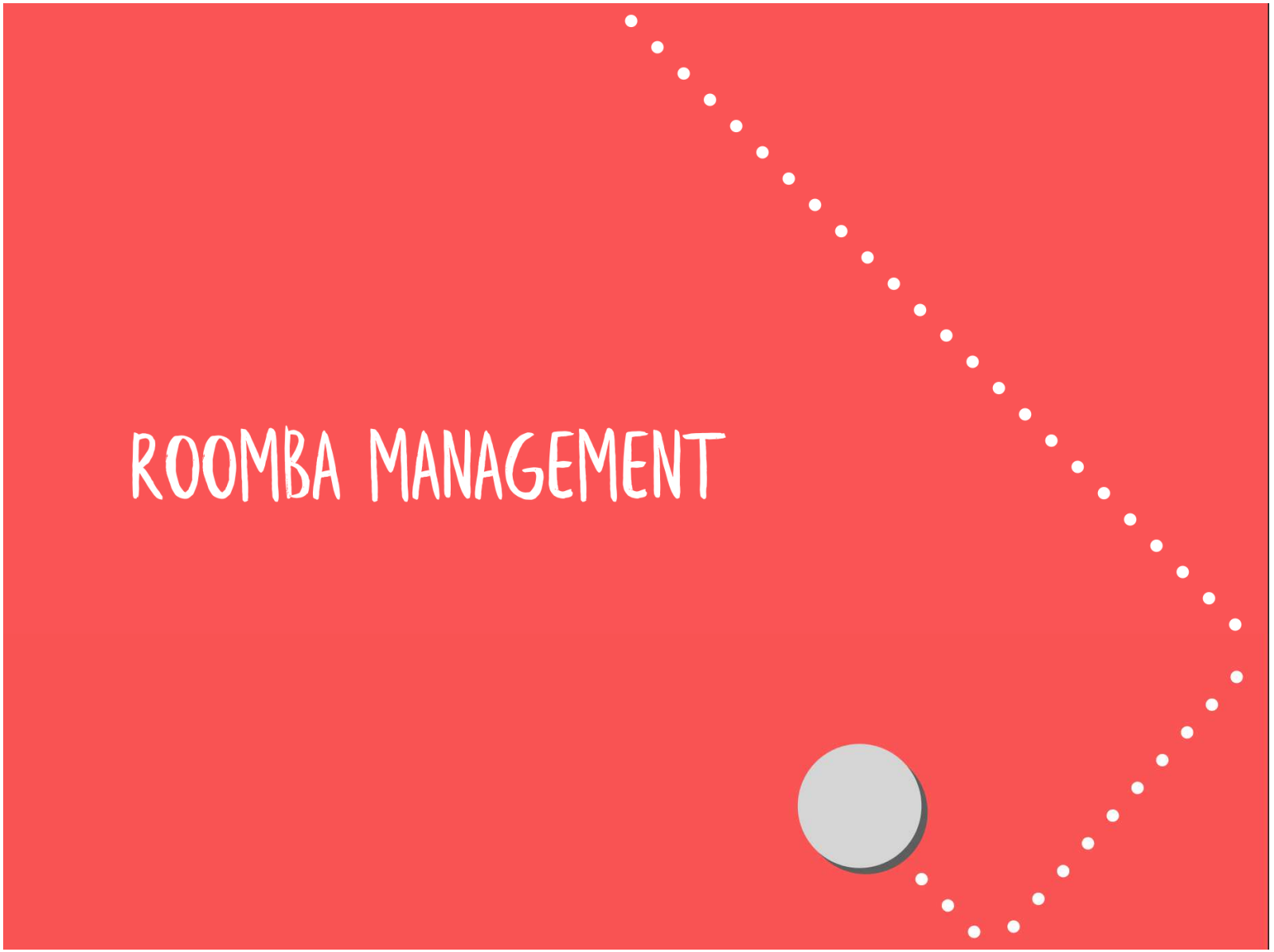
ROOMBA MANAGEMENT



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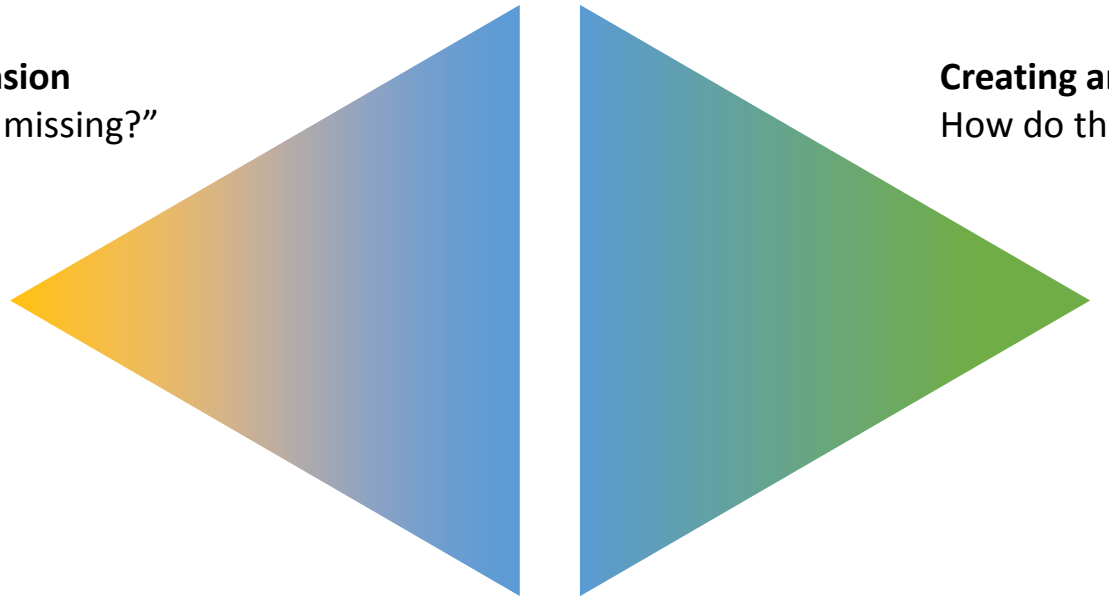
SEE, THINK, ACT

Comprehension
”What am I missing?”



Creating and Planning
How do these parts form a story?

(stick it notes)

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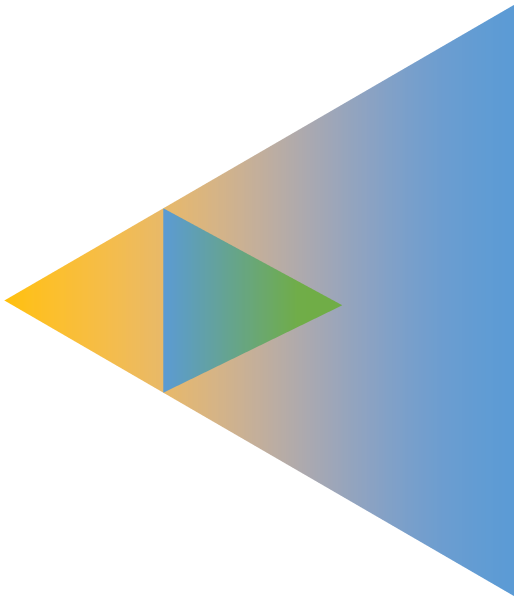

Intellectual Bullying

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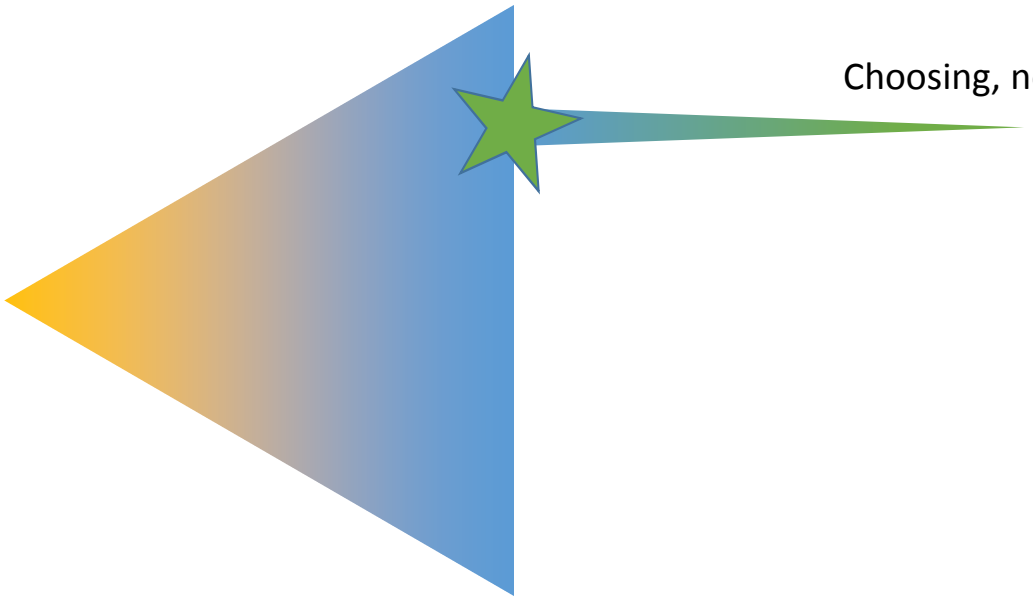

Choosing, not Creating

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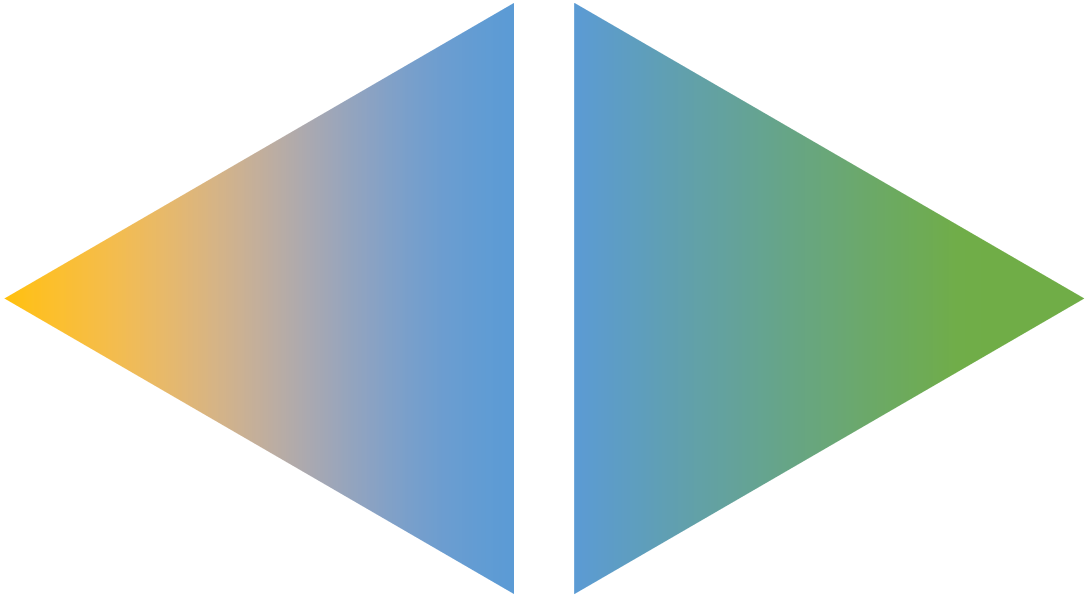

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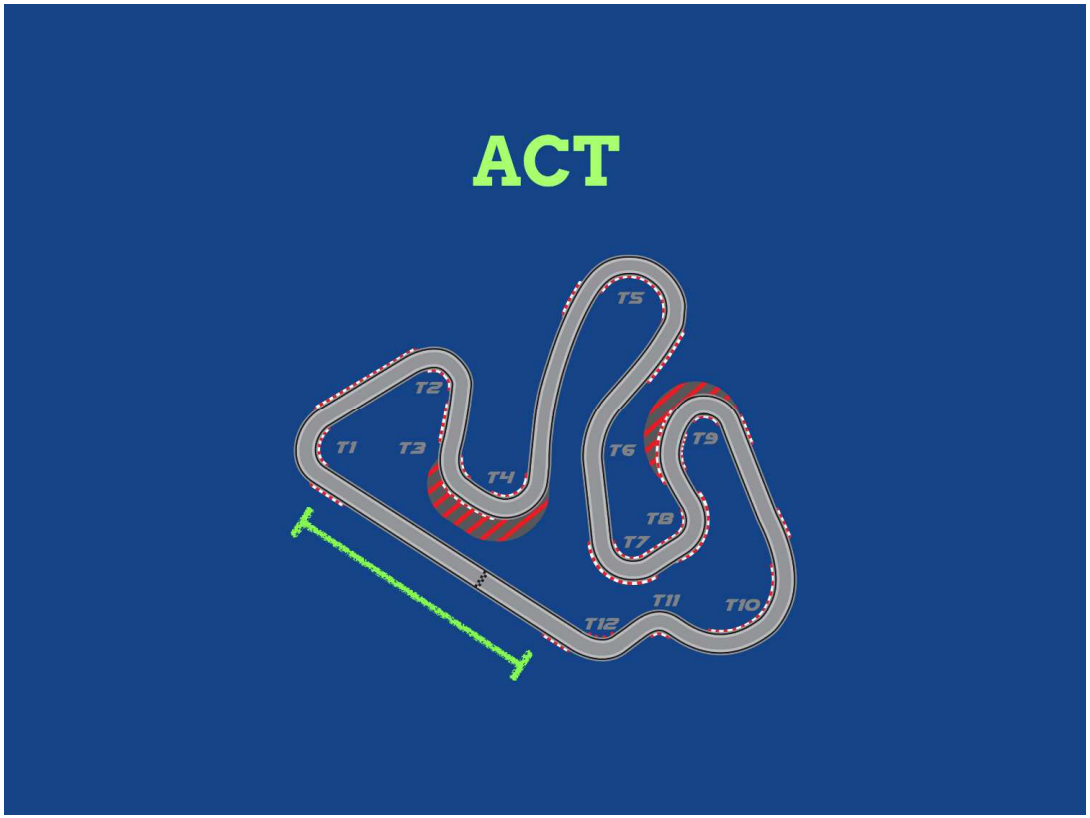

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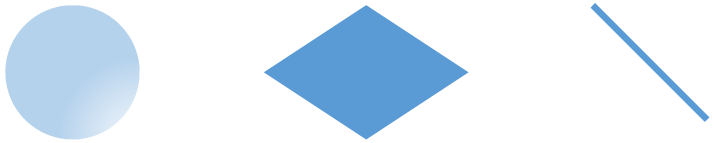
Next Steps

Roundtable

1. Build a Group Brain – 10-30 people
2. Drive ideation through Role
3. Use Compassion and Intuition to find new dots and connect them
4. Be Socrates, not Nero
5. Build the straightaways in your schedules



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