

Breakout Sessions

Monday 9-10:30 am

Radical Innovation: Breaking Through (and Away)

Anthony Le Storti- Executive Consultant, IDEATECTS, Inc.

Incremental versus radical innovation? Both are good. The former is safer and less risky; the latter is more risky and has tremendous potential to change the market (or the world). This session focuses on the Whys and Hows of radical innovation. Examining noteworthy cases and best practices, we will explore the following principal topics:

- The Power and Potential of Radical Innovation (Impact on the Bottom Line)
- Leadership for Radical Innovation (Reinventing Your Strategy) • A Radical Approach to Radical Innovation (Tapping Group Genius)
- Introducing Radical Innovation (Two Roads Diverge...)

Come ready to participate.

Va-Va-Va-Voom: A Creative Problem Solving Process

Kathy Goff – President, McGoff Creativity

E. Paul Torrance and I developed a 9 minute creativity assessment for adults, the ATTA. Building upon our research together, I developed a four stage creative problem solving process called Va-Va-Va-Voom. The four norm referenced abilities of fluency, flexibility, originality and elaboration are characterized in this four stage process that I use in my inventing. Participants will experience the process by applying it to real world situations.

Navigating the World of Creativity Research

Tara Coste – Associate Professor of Leadership and Organizational Studies, University of Southern Maine

Mary Murdock - Associate Professor of Creativity Studies, Buffalo State College

This workshop is specifically tailored for graduate students working on proposed or in progress creativity research. We will discuss how to identify gaps in thinking & planning, determine appropriate methodologies, and access a variety of research resources. Join us for on-the-spot feedback and collegial interaction about your work. This session is specially geared to help graduate students understand the current state of the field so that they are better able to navigate through it effectively. Offered at the start of the conference, students are encouraged to meet with session presenters throughout the conference (and beyond) to continue discussion of their work.

Inviting the Muse: Experience a Journey of Creative Inspiration and Discovery

Teri O'Neill Keller- Director, Teri O'Neill Productions LLC

Discover your creative leadership style and let your unique style and voice be heard. Join us and experience creative inspiration through the use of visual imagery. These images, taken from art and life will provide you the tools to exercise your creative thinking skills. This session provides you with a place to creatively exercise your visual awareness, through a short presentation, a visual meditation, and a group exercise which allows you to apply you newly discovered visual awareness to your creative thinking skills in a practical and applicable manor.

Monday 11am -12pm

How to Turbo-Charge your Creativity Using Science-Based Techniques

Amantha Imber - Head Inventiologist, Inventium

Attendees will learn several different techniques that they can use to deliberately think creatively about problems and opportunities that they are facing in both work and life. All techniques covered in the session are based on the latest neuroscience and psychological research into how to turbo-charge creativity and generate significantly better ideas.

Creative Inquiry in Action

Sarita Felder - Executive Leadership and Career Transition Coach, Sarita Felder and Associates, LLC

Today, leadership is being called upon to ever more creatively design and articulate a vision that addresses the sustainable needs of their organization. Sustainable, here, relates to mindfulness in relation to the simultaneous optimization of people, planet and profit working in concert and in harmony for exceptional outcomes. To deliver this type of harmony, s/he will require deep listening and expert communication skills supported by strategic and creative inquiry.

Creative Training and Dynamic Capabilities

Pablo Munoz - Postgraduate Director of School of Communications, Universidad del Desarrollo

This is a research oriented session intended to present the hypotheses of PhD research related to the impact of creative training in the development of dynamic capabilities for organizations, in order to keep the continuous innovation at the core of the company. The dynamic capabilities are those that allows the company to perform quick changes at any level, by developing abilities to build, reconfigure and adapt internal or external competences.

Creative Mind: An In-Depth Study of Highly Famous Musicians

Suzy Carroll – Assistant Professor, Tarleton State University

"Doc Suz" will give an account of her findings from her research. Suzy conducted in-depth and candid interviews with famous musicians to better understand how they survive in a very creative, innovative, and constantly evolving artistic field. The voices of Ramy Antoune (current producer & former drummer for Seal, Black-Eyed Peas, etc.), Sergio Andrade (Co-Founder and bassist for LifeHouse), DJ JT (opens with DJ AM, the Chemical Brothers, etc.), and the HIGHLY respected songwriter, Steven Collins are projected. These men have a plethora of knowledge, expertise, and respect and Suzy's findings are highly controversial. This is a session that many students of creativity will want to attend.

Monday 1:30-3pm

Design, Creativity and Leadership Education: Crossing Disciplines and Time Zones

Anthony Middlebrooks – Organizational Leadership, Assistant Professor, University of Delaware

Jules Bruck – Landscape Design, Assistant Professor, University of Delaware

Creativity and innovation are extraordinarily valued leadership capacities. This session examines creativity in leadership via design thinking, specifically focusing on how multiple disciplines inform the development of design thinking. The facilitators will share interactive, experiential activities used specifically to build the design mind outside the classroom setting and demonstrate several key educational strategies used to deconstruct and reconstruct student's conceptualization and habitual ways of processing information. These activities, embedded in international experiences, focus on developing observational skills, cultural interactions, and evaluation of everyday design environments, ultimately enhancing individual creativity and innovative thinking, and thus leadership.

The Emotions, the Brain, and Learning: A New Perspective on Breaking Boundaries

Mary Ann Smorra - Professor of Education, Georgian Court University

This workshop will introduce participants to the mind-brain research as it applies to the classroom or any training environment. This experiential workshop will focus on the emotions and their impact on student learning and creativity. Included is the connection between emotions and memory, stress levels, stress management, classroom behavior, and creative performance. Instruments will be available to help participants move from a personal to professional perspective! Corresponding handouts will provide participants an opportunity to apply this workshop to their classroom or alternate workplace.

Thicker Wallets, Bigger Hearts: Creative Breakthroughs in Tough Economic Times

Jill Morris - Marriage & Family Therapist, Wealthy Relationships

Ralph Robbins - Certified Financial Planner, Wealthy Relationships

Whether considering current macroeconomic forces (the world is flattening) or personal finance (try to flourish in tough economic times), even the most creative among us become "stuck" when it comes to money. In both family and business relationships, non-productive, and even destructive processes, tend to perpetuate and prevail. Jill, a marriage and family therapist, and Ralph, a certified financial planner, bring results from their successful work with couples demonstrating processes and tools that spawn creative financial breakthroughs, leading towards new ways of looking at and managing money, and ultimately improving relationships and creating a better financial future.

Innovating from the Bottom Up

Ulises Pabon - COO/CIO, QBS, Inc.

Organizations have tried to promote creativity and innovation using a variety of approaches. Although we hear of the successes of Google, Apple, and Pixar, the reality is that few efforts translate into breakthrough innovative results. This presentation exposes a missing angle in the pursuit of the innovation holy grail. It presents what we've found to be the two most common errors in most innovation initiatives; and suggests a different approach to assure creativity and innovation are built into the organization's "DNA".) The work also argues that you do not have to wait for "all the planets to align" to start innovating and explains why "magazine-front-cover executive mavericks", while important, are rarely the key factor in an innovative enterprise.

[Monday 4pm-5:30pm](#)

The Artistry of Change: The Top 5 Creativity Habits of Highly Resilient People

Carla Rieger - Director, The Artistry of Change

People who can lead, adapt, innovate, and facilitate while facing constant change are the leaders of the future. An "artist of change" is proactive rather than reactive, is committed to finding benefits from changes affecting their work, can customize a creative process as needed, can build a culture of innovation, and can instill in others the ability to thrive in constant change and chaos.

Great Answer! (Wrong Question)

Tim Hurson - Senior Partner, ThinkX Intellectual Capital Inc.

One of the biggest problems with problems is that we all have the tendency to jump to solutions. Sometimes that's great. You don't want to overthink what to do when you're behind the wheel and the car in front of you makes a sudden stop. In fact, you don't want to think about it at all — you want to react as fast as possible. But more often, jumping to solution can get you into trouble, especially if you end up trying to solve the wrong problem. Tim will guide participants through a way to short-circuit the "Great Answer (Wrong Question)" syndrome: using the High Five technique. In this session Tim will teach this simple way to remember the key questions you need to answer about your challenge so you can get a good handle on what's really going on.

"Picture It!" Art, Imagery, and Structured Creative Problem Solving

Anne Orban - Director of Discovery and Innovation, Innovation Focus

Kevin Miller - Senior Consulting Facilitator and Artist, Innovation Focus

"Picture it!" and we do - as a creative problem solving tool. Art and imagery breathes life, effectiveness and fun into any group engaged in structured creative problem solving. "Picture it" - literally, can be raw material for helping invent the future. Whether we are sitting down with others to do strategic planning or plan a picnic, we need ways to harness the transformative power of our images - our dreams - to conceive of the new and to communicate and develop it in processes that harness the energy of our creativity. In this interactive workshop you will learn ways to use art and imagery effectively in creative problem solving. Fight for the power of your stick figures and very bad drawings to stimulate the creative problem solving process.

Clockwork Chaos: Organizing Creative Stories to Share Understanding and Motivate Change

David Schlosser - Leadership and Strategic Communications Advisor, Analects ink

One of the great paradoxes of the human mind is that boundaries actually inspire creativity. A second is that stories more powerfully affect our minds than data. For millennia, stories have helped individuals explore their places in their communities, the world, and the universe. This interactive session begins with brief explanations of the creative implications of the influence of boundaries and the multiple, discrete, and competing elements of stories. It then presents an innovative framework for story development based on the concept that the most powerful, interesting, and productive stories are organized within the same boundaries that inspire creativity.

Tuesday 9am-10:30am

Lantz- Top Down, Bottom Up: How to Use Stories to Bridge the Gap between Leaders and Workers

Gerry Lantz – President, STORIES THAT WORK, INC.

Employee engagement. Strategic alignment. Organization says they want to achieve these goals but may not have found authentic, energizing tools to bring these goals to reality. How do you bring them alive in a high-tech-over-emailed world? Gerry Lantz of STORIES THAT WORK will help you get hard results out of what may sound like a soft-skill: storytelling. The narrative techniques you will practice and experience will help you galvanize leaders and followers alike. Learn how to bring everyone on-board for a bold new initiative; discover the hidden assets in your organization that are deep inside individuals that can support it.

Exploring the Innovator's Mindset

Dennis Stauffer – Founder/President, Insight Fusion, Inc.

We all hold mental models that we use to represent how the world works, often subconsciously and without understanding their full implications. These mental models are a combination of assumptions and beliefs that are powerful drivers of our values and behaviors. They shape us as individuals, as team members, and as leaders. In this interactive and revealing session, participants will investigate the mental models that drive (or obstruct) creativity and innovation, based on the presenter's research and real world application of these concepts with clients and audiences on three continents.

Bottom Line Creativity

William Costa - Senior Lecturer of Business Administration, Franklin Pierce University
Tara Coste - Associate Professor of Leadership and Organizational Studies, University of Southern Maine

In an increasingly uncertain world, your personal and professional survival may very well be dependent on adopting truly innovative use of the resources you already have available. Because we are in times of great scarcity, we must realistically identify and effectively utilize our "total resources" to achieve our creative goals – knowledge, experience, time, money, people, alliances, technology. Exploring the concepts of Bottom Line Creativity will help you, your team, or your clients confidently face the changes and challenges of our increasingly complex world, working with what you have immediately available to achieve real results.

Creativity Training is a Waste of Time

Bob Eckert - Senior Partner, New & Improved, LLC

Jonathan Vehar - Senior Partner, New & Improved, LLC

Crazy title for an ACA presentation, Right? Well sometimes it's true. Over the last 50 years, a lot of time and treasure has been spent attempting to get individuals and organizations to be more creative, with hopes of producing more innovative outcomes to the challenges organizations face. Some efforts have worked spectacularly. Others have been an incredible waste of money and create negative perceptions about innovation efforts in general. Learn what works, what doesn't and leave with a roadmap for developing the mental capacities, organizational structures, enabling systems, and leader behaviors that drive steady bottom line growth through innovation.

Tuesday 11am-12pm

Unshackle Creativity by Removing Nonsense from Your Belief System

Donald Noone - Professor of Business, Caldwell College

Creativity is profoundly impacted by what is believed about one's self-worth. The beliefs about self-worth are fundamentally inculcated in the early years of socialization by the significant big people in one's life. Some of these beliefs are reasonable and support creativity. Others are limiting, de-energizing, suffocating, and block creative potential. If these beliefs are not refuted, and modified, a person can go to the grave reflecting on all they never did. Attendees in this session will learn exactly how to neutralize these beliefs, replace them with life-enhancing ones, and in that act unleash their creativity.

Circadian and Nutritional Aspects of Measured Creativity

Brad Hokanson – Associate Professor, University of Minnesota

Creativity is a higher order cognitive activity, and one which is affected by biological elements and circadian rhythms. Research will be presented that outlines findings of the impact of time-of-day and nutrition on creative functions. Research was conducted in introductory design courses using the verbal Torrance Tests of Creativity. The research showed that creativity was significantly affected by time of day and nutrition; afternoon testing of 18 year olds demonstrated large increases in measured creativity and breakfast was found to have a positive increase on creativity scores.

Scratch the Catwalks: Creating Fashion for the Future

Michelle Comer – Director, Brand Strategy, Jockey International, Inc.

Most fashion companies watch the runways of Milan and Paris to catch the next wave, and 'creativity' is merely a copycat of the season's catwalk. In 2004, this all changed for the global apparel company, Jockey International. Creativity became a process nurtured within. And it all starts with what's happening outside.

Creativity and Online Education: Lessons and Success Stories

Judith Giering - Associate Director, Adjunct Instructor, Drexel University

In an effort to delivery creativity courses to a broader audience, Drexel University has begun offering its undergraduate creativity courses online. This session will follow the development of these online courses, including the benefits and challenges of teaching creativity online, the decision-making process for the selection of content and media, and the importance of the relationship between faculty member and instructional designer. Finally, we will share the exciting results of our efforts through quantitative and qualitative data. Examples from our courses will be shared.

Wednesday 9am-10:30am

Systemic Entropy: The Valve of Organizational Creativity

Marco Narducci - Doctorate Research / Career Counselor, Tokyo International Christian University

The research explains and experiments a socio-psychological model that combines Amabile compositional theory of creativity and the thermodynamics law of entropy as way to explain and predict creative performance in organizations. Since entropy is a non-summative concept that focuses on energy-dispersal criteria and uncertainty reduction principle, the model incorporates the interdependency among the affective-self (ex. creative self-esteem), cognitive-self (ex. creative self-awareness), executive-self (ex. lateral heuristics) and inner talent.

Getting Past the Fear, Living a More Creative Life

David Lyman- Founder & Director, Media Workshops International

Fear, one of the great blocks to creativity, can also be a guide post to learning and creativity. A life of physical risk as a combat photographers in Vietnam, a solo sailor, mountaineer, and skier has provide artist and entrepreneur David H. Lyman with lessons and metaphors for getting past the fear that has scared the daylight out of him. It's from this dance with danger, some physical, some financial, other fears that deal with a loss of self esteem, of losing one's integrity, of the artistic risk of failure and ridicule . . . Lyman leads us through the darkness of fears that become excuses for doing nothing, into the light of awareness of fear as the fuel for the creative mind to achieve great things.

Marketing the Creative

Tara Coste – Associate Professor of Leadership and Organizational Studies, University of Southern Maine

Heinz Neethling – Owner, Distinct

Ever find yourself at a loss for why others can't understand how good your idea is? Find yourself wondering why people can't see the obvious "value add" that you see? You are not alone. Creatives often have a hard time "closing the sale" as they do not speak the same language or share the same value systems as those they are trying to sell to. In these times of shrinking budgets and scarce resources the ability to sell convincingly has become vitally important. Come to this session to explore how to improve your skills in marketing yourself and your ideas.

The Way of the Innovation Leader

Bob Eckert – Senior Partner, New & Improved, LLC

Research tells us that in any enterprise, the most powerful variable controlling a "Climate of Innovation" is the behavior of the senior-most leaders in that organization. If you have direct reports, or develop people who do, you are one of those leaders. No amount of creativity training, process excellence or executive messaging will create an innovative organization if leader behaviors are not in alignment. We'll explore the six key characteristics of the high performance Innovation Leader: Humility, Curiosity, Courage, Tenacity, Integrity and Heart. We'll learn best practices for developing them in others and sustaining them in ourselves.

[Wednesday 11am -12pm](#)

Human Systems Consulting: A Creative Response to Professional Frustration that Transcends Professional Boundaries

Christopher Burnett - Associate Professor of Human Relationship Systems, Nova Southeastern University

In this session, the presenter will talk about his experiences being a professional identified primarily as a member of the mental health field, and then moving into the realm of business consulting. He will talk about some of his initial experiences, hesitations, and obstacles in making this professional transition, and how he did so by utilizing the same foundational skill set that he possessed as a mental health practitioner. Issues of professional identity, the transformations achieved by shifting identity contexts, and the idea of gaining confidence in your own already established skill sets will be highlighted.

Developing Creativity, Leadership and Community: A Collaborative with ACA

Wendy Elliot-Pyle - President of Drexel University's Applied Creativity Graduate Student Association

Elizabeth Haslam - Director, MS in Learning Technologies, Associate Professor, Drexel University

The authors will describe Singing City's choral arts residency program for Philadelphia schools that builds an inclusive community through creative composing and singing. This year, Singing City is partnering with Fellowship Farm to provide creative arts experiences for school parents and a creative leadership summer camp with a family camp weekend festival. The newly formed public/private collaborative of The Applied Creativity Graduate Students, the Drexel/Torrance Center for Creativity and Innovation, along with 3 other Drexel student groups and ACA will provide support, utilizing multimedia and web communication for mentoring and posting students' creative works and community action plans.

Triple Play: A Transdisciplinary Experience

Rachel Ruggirello - PhD Student, Drexel University

Katie Ernst - PhD Student, Drexel University

David Fischer - PhD Student, Drexel University

Graduate education has the potential to prepare students for the creative and flexible workforce of the future. At Drexel University, a new Ph.D. program has explored a different organization for coursework. Here students work across and between disciplines to create a unique experience based on a pedagogy of connection. This presentation relies on the experience of a group of students and professors involved in a transdisciplinary, distributed, blended learning experience that explores reconceptualizing Ph.D. studies. It is argued that crossing boundaries in research and teacher training is not only possible, but an even more effective way of building creative capacity.

Reflections on Pedagogy in Creativity Training

Brad Hokanson - Associate Professor, University of Minnesota

Creativity education is most often done in small groups and classes, however, the scalability of creativity training is an important concern in today's university or organization. This session presents the observations and experiences of four graduate student TAs in a large creativity training course. Presented by the lead faculty member in the course, their observations provide an insight as to how the pedagogy of creativity is perceived and practiced. Examples of coursework, and selected student comments from course evaluations will also be presented.

Neuroscience and Innovation: Is there a business connection?

Aline Wolff - Associate Professor, Stern School of Business, New York University

How are current neuroscience findings affecting / enhancing our understanding of about innovation and creativity? The last 2-3 years have seen an explosion of academic research, business concerns and popular writing about the impact of recent discoveries in the area of brain function. Some of these discoveries clearly add to - or may even change - theories and practice in innovation and creativity, especially as applied to a business context.

[Wednesday 1:30 – 3pm](#)

Gainfully Gifted: Living Your Creative Talents and Treasures

Darlene Boyd- Director UCI Gifted Students Academy, University of California, Irvine

Clearly, most people are not exercising the power of their innate gifts. This session, through dialogue and discussion, will offer participants a sampling of strategies which teach individuals to identify and affirm one's talents and use these talents for personal and societal growth and service. An overview of several tools such as CPS and the Clifton Strengths Finder will be discussed. The discussion of contemporary strategies will be discussed in an effort for participants to better understand the rationale for creativity training model usage.

Don't Panic! How Your Brain Can Sabotage Your Decision-Making Process

Jamie O'Boyle - Senior Analyst, The Center for Cultural Studies & Analysis

We think of the brain as the ultimate logic processor in the universe. But ask yourselves; exactly what is telling you that? In fact, the human brain is what engineers call a "kluge" – defined as something not built according a design or plan, but assembled from whatever is available to 'make do.' Over millennia the human brain evolved, but it still incorporates operational artifacts from the primitive "lizard brain" of our earliest hominid ancestors. These affect – and often sabotage - our most critical decision-making. This session identifies some of these - loss aversion, uncertainty avoidance, cultural assumptions, category error, and probability assessment that cause us to make the wrong decisions – explains how they can lead us astray, and demonstrates how to recognize and override these cognitive defaults.

Visual Literacy Basics

Teri O'Neill-Keller – Director, Teri O'Neill Productions LLC

In the rich “visual culture” we live in, we are constantly bombarded with symbolic messages through advertising, business logos and trademarks and art. Our modern culture uses virtually the same visual symbolic shapes that appear in the ancient art of all cultures. People in these very different cultures give similar meanings to these same basic symbols. This interactive session will provide you with the tools to understand and apply the concepts of understanding and using these symbolic visual messages in creative problem solving.

[Wednesday 4pm -5:30pm](#)

Creativity Matters: How to Leverage and Language for Innovation

Marci Segal – President, CreativityLand Inc.

This session reveals emerging trends and research behind simple practices that allow creative thinking to prosper and innovation to occur. It demystifies the fallacies of accepted creativity tenets and unmask messages from mythology that have shaped beliefs on the subject. Through lecture, conversation and creative thinking demonstrations, participants will experience an environment that encourages people to think differently, dynamically, holistically, in collaboration with others. Practical tips for engaging individuals, groups and teams in creative thinking will be shared and discussed.

Writing to Be

Tim Hurson - Senior Partner, ThinkX Intellectual Capital

Our memories are our stories. The first time we tell someone of an experience, we begin to shape it in our own memory. Pieces are omitted, and other pieces added. Some pieces can be picked back up, but are often simply forgotten. The more we tell the story, the more it conforms to our conscious/unconscious need to integrate it into your view of the world. What if we could use story to expand our view of the world, rather than allowing our view of the world to shrink our story? In this workshop Tim will lead a exploration of our Mindcamp stories, using both writing and oral storytelling. Various creative tools and techniques will be suggested to help you consciously shape your story into a space into which you can spend the next year, or the rest of your life, growing. Come prepared to write, tell, listen, remember, forget, and grow.

The Long Now: The Innovation Journey

Joseph Miguez – Principal, The LAByrinth Xperience

A human dynamic concept that invites people, teams, and organizations to engage in encouraging and excelling the process of change, Creativity/Innovation and learning. The process is a simplicity and vitalizing one of exploration and self-discovery based on exploration and self discovery based on movement, observation of relationship and authentic conversation that produce optimal, practical and positive personal and business results.

Natural Selection—An Elegant Creative Metaphor
Steve Grossman – Creativity Consultant

In 1859 Charles Darwin published his seminal work, "On the Origin of Species", outlining his theory of evolution. In the last 25 years much of the research in creativity has established that the inspirational breakthrough, which seems to come from thin air, is in fact another profound example of Darwin's three phase process. This presentation will discuss a new creative problem solving model that is evolutionary in nature and actually mimics the natural creative process. One specific subset of this model that uses animals as inspirational prompts will be demonstrated.

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Please note that this is a preliminary schedule and is subject to change as interesting opportunities arise.