



American Creativity Association

your resource for learning about the latest work in applied creativity and innovative problem-solving

Think Tank 2004 Highlights

It is an interesting time to be a creative professional. In our current climate, creativity is most definitely needed to combat the difficulties we face, but organizations are more likely than ever to be risk averse. It is in this type of environment that creative professionals feel most isolated and least understood.

How can a creative individual survive and thrive in these times? It is possible, but we must be even more strategic than before in how we approach the creative process. This is not a time when organizations are willing to invest in flights of fancy. It is time for some serious creativity with some serious results.

Our 2004 Conference Chair, Rolf Smith, and his team did an excellent job of developing partnerships with organizations hailing from many arenas of endeavor to bring us an exciting blend of offerings. We, of course, also had top experts in deliberate creativity sharing the latest work in expanding creative potential. Topping this off, we had keynote sessions in which creativity igniters from different walks of life reveal how they became innovation leaders.

Thursday, April 1st Creative Business & Leadership



Creativity Igniter: Jeff Wacker, EDS

If you wanted to understand more about trends and technologies and their impact on people, business, and society, EDS Fellow **Jeff Wacker**, discussed evolving trends and correlated them with emerging technology to uncover discontinuities that were opportunities for innovation. He examined what will drive the transition from the current "Now Economy" to the upcoming "Innovation Economy" where taking advantage of change is the primary differentiator between those that survive and those that thrive.

Creativity Igniter: Susan Lieberman, Rice University

For those who wanted to explore the complexities of leadership, author, speaker, and educator **Susan Lieberman** explained why we often feel those who lead us are not measuring up to our vision of what leadership should look like and why we find ourselves having trouble leading others. Director of Leadership Rice, Lieberman shared the lessons she has learned from working extensively with private, public, and non-profit organizations to help them develop leadership potential.



Friday, April 2nd
Creativity Tools & Techniques

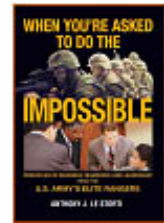


Creativity Igniter: Mark Young, Youngtex International

If you were dealing with complex behavioral problems in the workplace, **Mark C. Young** brought his 32 years of experience as an FBI Special Agent, the last fifteen of which were in behavioral sciences. He addressed the hard issues, including the complexity of problems affecting companies due to troublesome behavior from employees and outside influences. Young brought to the table remarkable depth of practice, training, and research in understanding the underlying behavior that motivates individuals to act out.

Creativity Igniter: Anthony Le Storti, IdeaTects

For anyone who has ever been asked to do the impossible, **Anthony J. Le Storti** brought to Houston over 20 years background in leadership and human dynamics. Beginning his professional career as a U.S. Army Airborne Ranger, he applied these principles and maxims to the corporate world in his new book, *When You're Asked to Do the Impossible*. He provided a unique approach to blending the skills and talents of individuals, organizations, and leaders in order to create high-performance teams.



Saturday, April 3rd
Creative Thinking & Learning



Creativity Igniter: Bertie Simmons, Houston Independent School District

If you were interested in how to creatively engage young minds, **Bertie Simmons**, high school principal, district superintendent, elementary school principal, teacher, entrepreneur, and author, took us on an education expedition. We explored the challenges of reinventing an urban high school, introducing new habits of mind, and the role of thinking creatively different in this monumental task.

Creativity Igniter: John H. Lienhard, University of Houston

If your interest was in the "thinking behind the thinking," **John H. Lienhard** brought a unique perspective to the subject as author and radio voice of the critically acclaimed radio broadcast *The Engines of Our Ingenuity*, which earned him the ASME Ralph Coates Roe Medal for contributions to the public understanding of technology. His broadcast sign-off summed up his life's interest: "I'm John Lienhard, at the University of Houston, where we're interested in the way inventive minds work."



Filled with interaction with the world's leading practitioners of the art, science, and application of creativity, participants learned the skills, tools, and techniques that will allow them to innovate and problem-solve quickly and more effectively. The days were filled with cross-disciplinary, leading edge sessions presented by top practitioners on the cutting-edge of creative thinking in the fields of business, industry, science, technology, education, and the arts. From these high-content dynamic speakers, participants left with take-home knowledge, ideas, competitive intelligence, and tools they could apply immediately for change and improved results. All in all, ACA's Think Tank 2004 was an amazing experience.