



# Crisp Video



## Speaker: Josh Linkner

*Josh Linkner is the world's foremost innovation expert, a 5-time tech entrepreneur, New York Times best-selling author, and #1 most booked innovation keynote speaker. **Bottom line: the man knows how to move businesses FORWARD.***

### Creative Capacity

- As humans we are all wired for creativity; if you can harness your creativity it will drive incredible growth and change
- Creativity is a learned behavior - you have to develop those skills, practice and work to develop it
- In unprecedented times you can't use the same approach, you have to find a new way
- 70/30 rule: if all you do is what you already know, you're at best going to get 70% of your results, the remaining 30% can only be solved by using creativity and an innovative approach

## 5 Core Mindsets of Innovators

### 1. Find a Way

- The belief that any obstacle or barrier can be overcome if you throw enough imagination at it
- The understanding that it is our responsibility to find a solution through creative problem-solving

### 2. Upgrade It

- Never rest on your previous successes; whatever you've done before, even if it's working - upgrade it
- Have the courage to challenge institutional methods and traditions
- Use the "Judo Flip" method: what would it look like if I flipped it upside down? Examine the way you've done things in the past and do the exact opposite

### 3. Defy Traditions

- Re-examine your traditions and be willing to defy them for the better
- Challenge yourself and place yourself in situations that will compel creativity
- Strained environments can liberate fresh thinking
- To increase your results and boost your growth defy your existing approach

### 4. Seek the Unexpected

- The expected methods aren't usually what goes down in history
- With the practice of law - you don't have to defy rules or the law, but you can examine *how* you are practicing the art of law and operating your business
- Option X: bold, provocative idea

### 5. Bounce Back

- Creative resilience - explore what happened, learn from it, and get back up
- Creative confidence comes from knowing you're going to screw up but committing to get back up after a defeat