



AMY BLANKSON

# CONSCIOUS INNOVATION

## LEVERAGING POTENTIAL THROUGH CREATIVITY AND COLLABORATION

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CATEGORIES: Innovation, Creativity

In the information economy, collaboration is the ultimate currency. Digital communities now enable us to “upsource” projects to collective wisdom, thereby tapping into vast reserves of knowledge and creativity. Yet at the heart of this movement are individuals, many of whom have ceased to believe that they can overcome systemic barriers to making a difference in their organization. The Ancient Greeks defined optimism as “the belief that our behavior matters,” which is a critical concept for helping individuals to remove limiting beliefs and to shift towards solutions-based thinking. In this talk, Amy will share inspiring stories of individuals who have mobilized their communities for positive change and will reveal core strategies for how to leverage the potential of teams. Using a combination of design thinking and experiential activities, Amy will show audience members how we can all be innovators if we act together with intention.

### LEARNING OBJECTIVES:

- Learn how outsourcing knowledge has fundamentally shifted the nature of collaboration in the Digital Era.
- Discover how leaders are leveraging collective wisdom to innovate faster and more effectively.
- Understand why positive individuals are 3X more creative than negative individuals.
- Identify and fact-check limiting beliefs that hinder creativity.

### BEST AUDIENCES:

Business Owners, Entrepreneurs, Marketing, Technology, Civic/Government, Education, Nonprofits