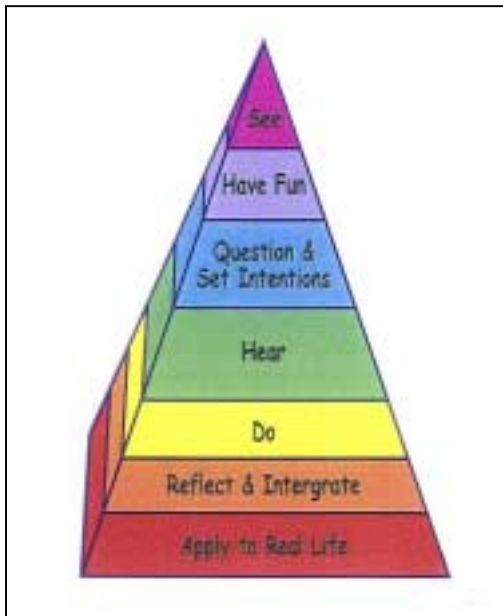




Creativity Made Simple

Abstract: This high-energy, one-hour keynote is designed to give people a deep understanding of the fundamental processes of creativity as well as some very simple tools that they will be able to use immediately and share with others.

Learning Model: Confucius gave us a learning model that has been used for the past two thousand years – *I hear and I forget. I see and I remember. I do and I understand.* While this model had, and still has, great wisdom, we have learned much about adult learning in the past several decades. The model we use at the InnovationNetwork for all keynotes, workshops and events is called *Confucius Updated* and looks like this:



Confucius Updated

*I see possibilities and I show up.
I have fun and I am energized.
I question and I open the space for learning.
I multi-sense and I remember.
I do and I understand.
I reflect and integrate and I can share with others.
I apply to real life and I get results.*

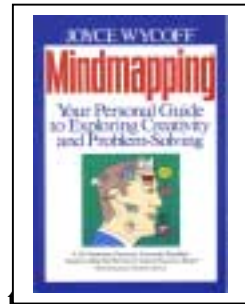
Keynote Overview: Using interactive activities and focusing on a real project tailored to the interests and objectives of the group, this keynote highlights the primary processes of creativity – divergence and convergence thinking and when and how to use each. To develop a deep understanding of the processes, participants learn and use simple, powerful tools to develop possibilities related to a challenge of interest to everyone. At the end of the keynote, they not only have an understanding that they can take back and use in their every day lives (work and personal), they have thought deeply about the challenge presented to them.



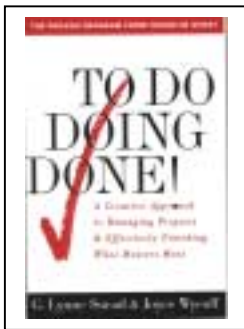
Joyce Wycoff -- Co-Founder, InnovationNetwork

Joyce Wycoff founded the InnovationNetwork in 1993 and, in the true spirit of innovation, co-founded it again with a group of innovation leaders in 2000. The InnovationNetwork is a leader in innovation thought, training, coaching and consulting, helping organizations around the world become more innovative and creative.

Joyce is a popular keynote speaker and the author of four personal productivity books focused on creativity and innovation. Two of these books (*Mindmapping* and *To Do, Doing, Done!*) have achieved best-selling classic status and have been published in several languages. She writes a weekly electronic column with approximately 15,000 readers and has also written numerous magazine articles, booklets and video scripts.



Wycoff is passionate about encouraging people to explore their personal creativity and her own creative journey focuses on poetry and intuitive painting. She includes poetry, collage, metaphorical thinking and other creative exercises in all of her business workshops and keynote speeches.



During the eight years that Wycoff designed and sponsored the InnovationNetwork's annual conference, she developed a powerful model of adult learning that infuses all of her presentations and trainings with interactivity, fun and powerful exercises that help people learn and integrate new thinking, tools and techniques.

The following statement from Dana Wolcott of Kodak is typical of attendees: "I have been attending the InnovationNetwork's annual Convergence conferences for the past five years and the experience is like no other conference that I have attended. Sure you get the great keynotes, excellent food and the interesting breakouts, but Joyce Wycoff and her team manage to each year bring a whole new set of learning, exciting attendee's, and a complete mind, body and soul experience that leaves you eager for next year.

Dana Wolcott, Change Catalyst at Kodak states, "The key I think has been Joyce's leadership and connections with the leading edge thinkers on innovation. I joined the InnovationUniversity in 1999 to extend the once a year experience (of Convergence) and there too, I always felt I was drinking from a firehose. I am sure that any event designed with Joyce's help would leave the attendee's feeling the same. "

Wycoff was recently featured as one of the "Who's Fast" series by *Fast Company* magazine

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