

Unlocking the Power of Human Creativity

A paper airplane is shown in flight, moving from left to right. Below it is a stylized graphic of a blue wave, composed of several overlapping, wavy layers in shades of blue, ranging from light to dark. The wave graphic is positioned on the left side of the slide, and the paper airplane is positioned above it, appearing to fly over the wave.

Tips and Tricks to
Break Out of the Box

LTEN Learning Lab 2023



Pete Sandford

Executive Vice President

Liberty Clearwater

Senior Account Manager

Quick Intro

Crowd Source
Readout

The What:
The Science of
Creativity

Now What:
Strategies, Tips &
Tricks to Foster
Innovation

Wrapping Up

Life Sciences Focused

25+ years
focused exclusively
on life sciences

Experienced

30 years developing
training solutions

Collaborative

In-house team, with
a collaborative
project approach

Full Service

Full array of products &
services

Crowdsourced Creativity Takeaway

Podcasts
Running
The Muses
Netflix
Networking
Textbooks
Ads
Brainstorming
My Brilliant Colleagues
Outside the box thinking
Group Discussions
Driving
The Team
Playing with my kids
TikTok
Collaborating with very smart people (Liberty)
Reading
Walking in Nature

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Podcasts

Networking

Running

Netflix

The Muses

Textbooks



True creativity often comes from life experiences outside of your job role. Intellectual curiosity and retrieving knowledge outside of your main area of expertise is imperative.

Outside the box thinking

Playing with my kids

TikTok

Collaborating with very smart people (Liberty)

Walking in Nature

Reading

Quick Intro

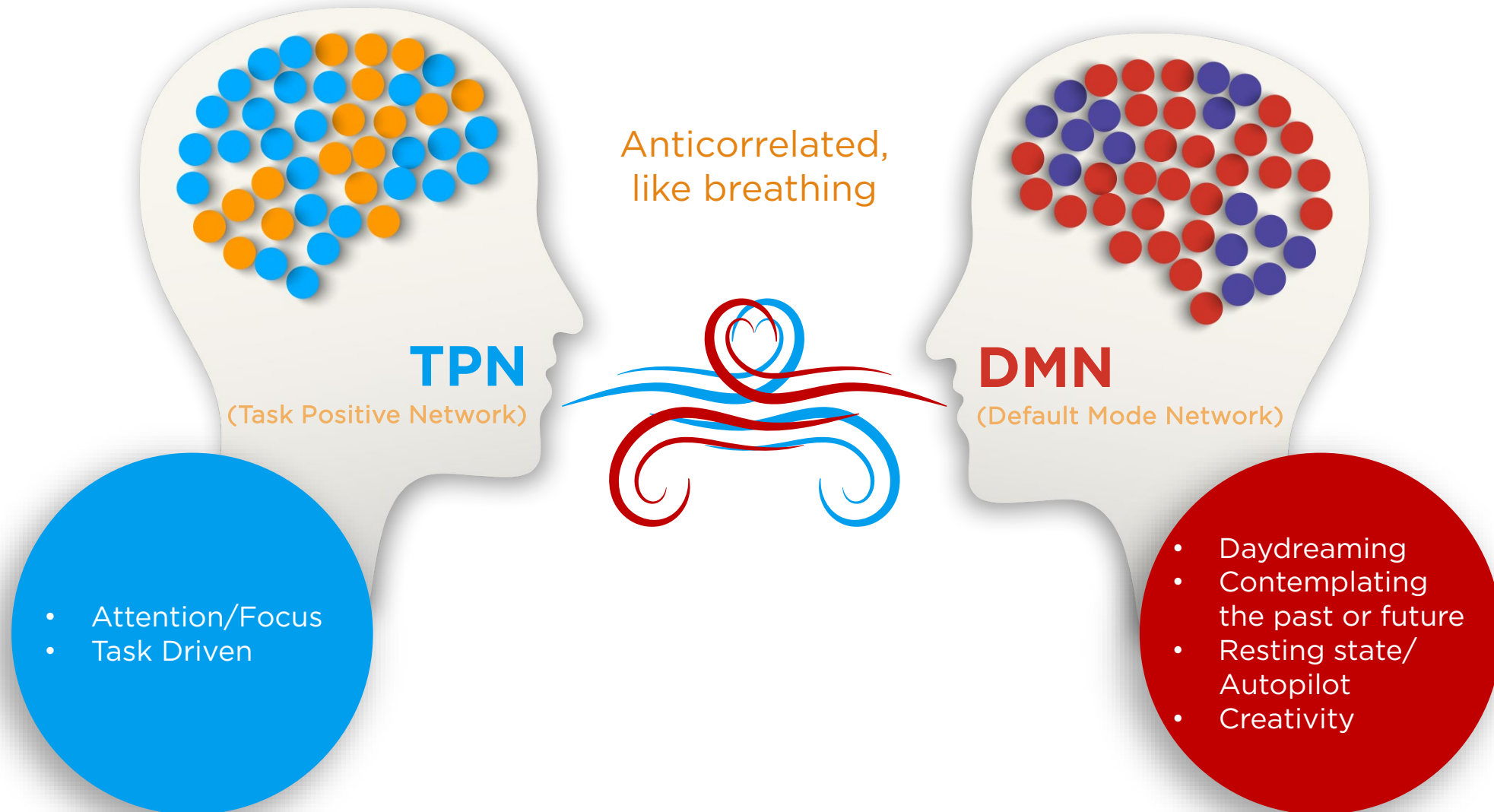
Crowd Source Readout

The What: The Science of Creativity

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The What: The Science of Creativity



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The What: The Science of Creativity

Like breathing, you can't inhale and exhale at the same time. However, you can be mindful and adjust your regular breath.

Similarly, by being mindful about giving yourself a task to contemplate – and then allowing your DMN to take over, you can over-ride the automatic nature of this process.

Teaching yourself how to moderate the relationship between the TPN and the DMN is a component of the ability of your brain to change and adapt – also known as **neuroplasticity**.

- Attention/Focus
- Task Driven

- Contemplating the past or future
- Resting state/ Autopilot
- Creativity

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The What: The Science of Creativity

How creativity can be harnessed to drive innovation & learning.

Random Relationship Building



Door



Shoe

same color

doorstop

entry
/exit

four letters

protection

noun

hard exterior

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How creativity can be harnessed to drive innovation & learning.

Divergent Thinking



Sock

bubble wand
/snakes
glove
hair decoration
bag/tote
water filtration device

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Random Relationship Building

Divergent Thinking



There's no such thing as a new idea. It's impossible. We simply take a lot of old ideas and put them into a sort of mental kaleidoscope.

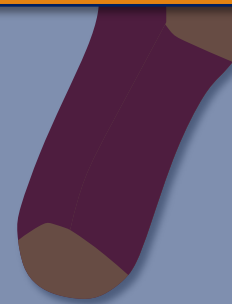
- Mark Twain



Door



Shoe



Sock

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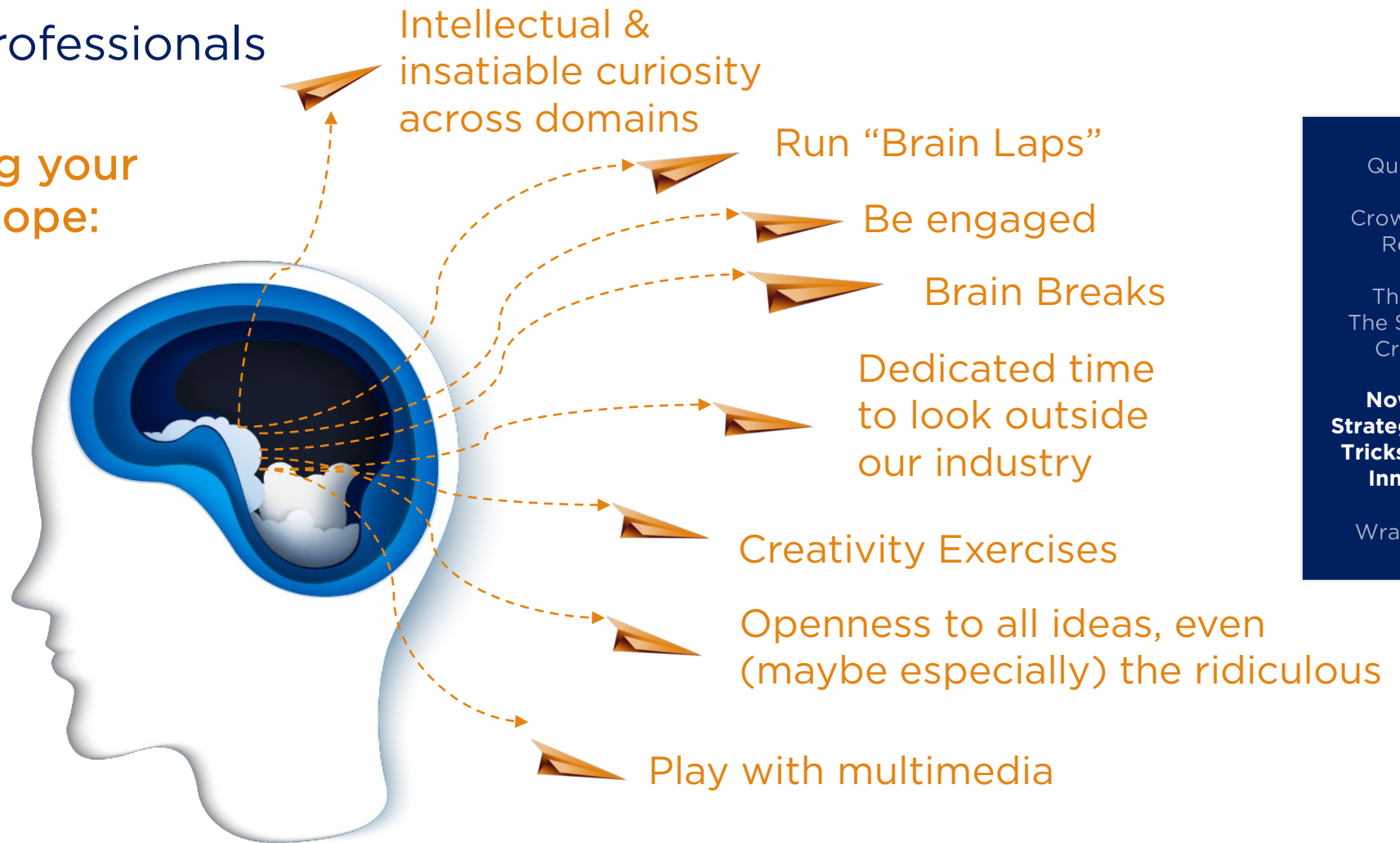
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Now What: Strategies, Tips, & Tricks

For Us Learning Professionals

Keys to accessing your mental kaleidoscope:



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Now What: Strategies, Tips, & Tricks

For Us Learning Professionals

Keys to accessing your mental kaleidoscope:

Intellectual & insatiable curiosity across domains

Run "Brain Laps"

Be engaged



Creativity is intelligence having fun.

- Einstein

our industry

Creativity Exercises

Openness to all ideas, even (maybe especially) the ridiculous

Play with multimedia

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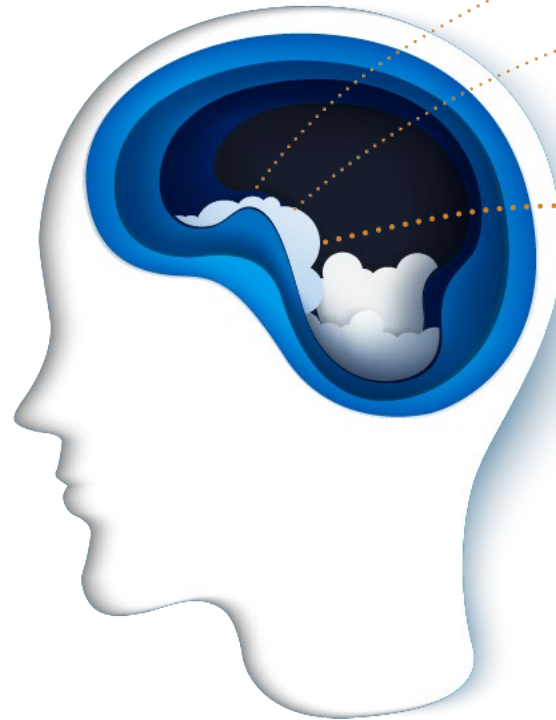
Now What: Strategies, Tips & Tricks to Foster Innovation

Wrapping Up

Now What: Strategies Tips & Tricks

For Our Learners

Keys to creating a learning environment that fosters (appropriate) creativity:



Gamification –
playing with learning

Peer collaboration
sessions with
open-ended
questions

Unrelated “brain laps”
before application-
based learning

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For Our Learners

Keys to creating a learning environment that fosters (appropriate) creativity:

Gamification - playing with learning

Peer collaboration sessions with open-ended



Keep in mind!

In our highly regulated industry, it's imperative that our learners know where it is appropriate to take creative leaps and where we need to be buttoned up.

leaps”
n-

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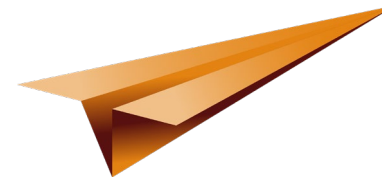
Wrapping Up

AI will change the way we work and learn. Human creativity is more important than ever to bring to the table.

Enhancing creativity can create novel ways to engage with your learner.

Creativity can be practiced and strengthened.

Curiosity and more “stops” in your brain web make your kaleidoscope more colorful.



Even in our highly regulated industry, there are plenty of opportunities to think creatively, for both you and your learner.

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