

Generating Transformational Ideas that Deliver Breakthrough Innovation

Session Details

Faculty:	Dr. David Burkus	Date:	Tuesday, October 20, 2020
Location:	Holiday Inn Crowne Plaza 2712 Southwest Freeway Houston, TX 77098	Sign In:	8:30 AM
Phone:	713-523-8448	Session:	9:00 AM - 4:00 PM

Session Description

Why are some people consistently creative and others strikingly unoriginal? In this session, you'll understand the various myths we apply when trying to encourage creativity and replace them with well-researched facts instead. Using insights from the wealth of research on organizational creativity, you'll receive practical implications and realistic strategies for encouraging innovation.

Biography

David Burkus is a best-selling author, a sought after speaker, and associate professor of leadership and innovation at Oral Roberts University for over 10 years. The bestselling author of three books, Burkus latest work *Friend Of A Friend*, explores the science of how networks and relationships drive business both inside and outside of the organization. By blending the most current research in psychology, sociology, economics, and network science, Burkus offers a fresh perspective on how to improve our networks and build key connections.

By making cutting-edge organizational research accessible and applicable, Burkus pushes audiences to reconsider how they work both individually and in teams and unlocks the methods top performers use to thrive at work and in life. Burkus writings have appeared in the *Wall Street Journal*, *Harvard Business Review*, *USA Today*, *Fast Company*, and more. He's been interviewed by NPR, the BBC, CNN, and CBS This Morning. Since 2017, Burkus has been ranked as one of the world's top business thought leaders by Thinkers50.

Dr. Burkus has a Masters' in Organizational Dynamics from the University of Oklahoma and received his doctorate from Regent University.

Time Allocation - Topics

10% Where do creative ideas come from?

- What managers need to know about the nature of creativity

40% The Psychology of Creativity

- Debunking the myths around creative work
- Understanding how creativity and innovation work in organizations

40% The Creative Process

- Getting a total picture of using creativity to solve problems
- Using the skill set of design thinking to solve business problems

10% The Creative Leader

- How managers and leaders shape the environment for creative work

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