



## Generating Transformational Ideas that Deliver Breakthrough Innovation

### Session Details

Faculty:	Dr. David Burkus	Date: Thursday, November 05, 2020
Location:	Pacific Energy Center San Francisco 851 Howard St., San Francisco, CA 94103	Sign In: 8:30 AM
Phone:	415-973-2277	Session: 9:00 AM - 4:00 PM

### Session Description

Why are some people consistently creative and others strikingly unoriginal? In this talk, 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. His newest book, *Friend of a Friend*, offers readers a new perspective on how to grow their networks and build key connections one based on the science of human behavior, not rote networking advice. He is also the author of *Under New Management* and *The Myths of Creativity*. David is a regular contributor to *Harvard Business Review* and his work has been featured in *Fast Company*, *the Financial Times*, *Inc* magazine, *Bloomberg BusinessWeek*, and *CBS This Morning*. He has delivered keynotes to the leaders of Fortune 500 companies and the future leaders of the United States Naval Academy and his TED talk has been viewed over 2 million times.

### 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

FOR REGISTRATIONS PLEASE CONTACT: **Steven Berg**  
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