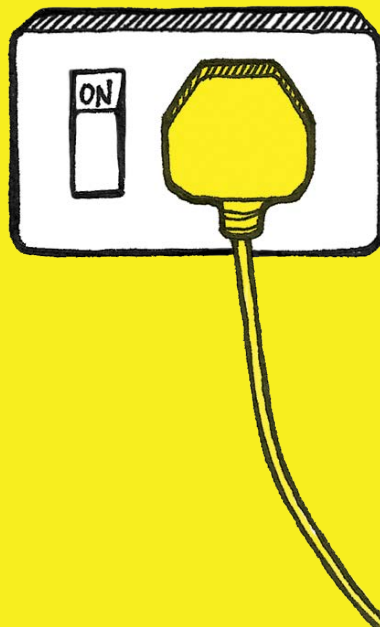


PEOPLE

Turn on your creativity. Become an ideas person.

Matt Haef



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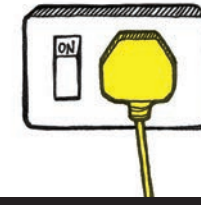
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Introduction

Let's start at first principles;
is everyone creative?

Y.E.S.

Next, can anyone learn to reconnect
with their creativity and apply it for
the innovation of better, faster ideas?

Again,

Y.E.S.

I've worked around the world with diverse organisations; from Sony Music to Cisco, BBC to Unilever and Spotify to Unicef. Every single one of these creative projects and cultural programs have proven that everyone has some kind of creative talent. And that it's people rediscovering and applying their creative talents that powers the winning innovations of new products, brands, services, etc.

Now, right here you open a potential world of pain. The old school learning approach of off-site training for new brainstorming techniques is NOT what we're talking about.

Rather, this Better Ideas Faster (BIF) People Program is focused 'learning and doing' to become people who solve problems – and turn problems into opportunities – through the substance of ideas: **learning to reconnect with creative talents, increasing confidence in them, and capacity to apply them to innovate better ideas faster.**

BIF is 20 years proven. I still innovate with global clients – but mostly what I'm about is democratising what I've learnt and making it available to the widest audience, because...

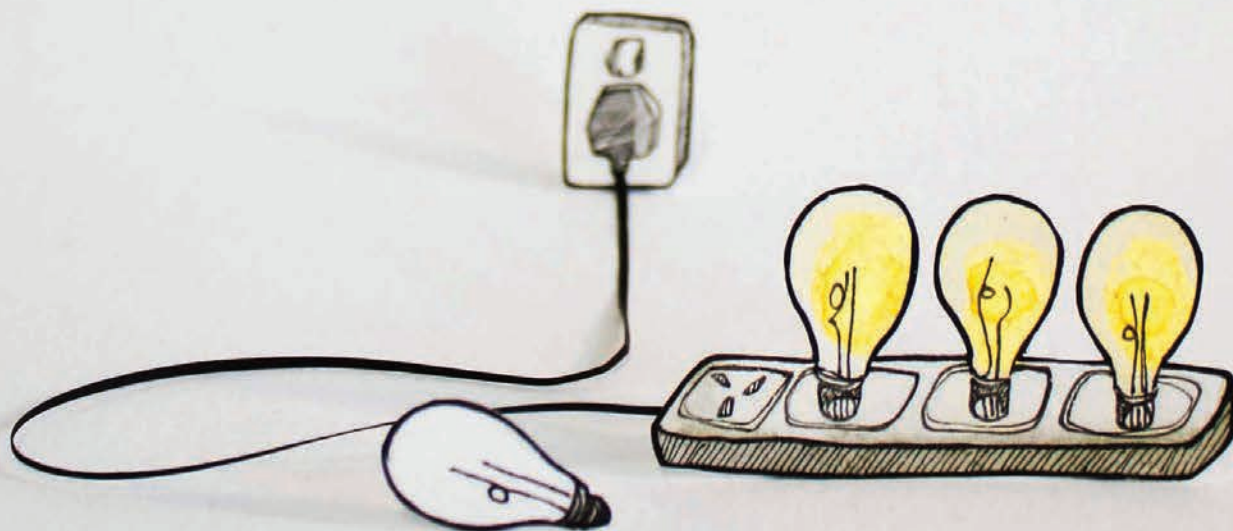
The behaviours, skills and processes of creativity and innovation are the defining skills of the 21st century.

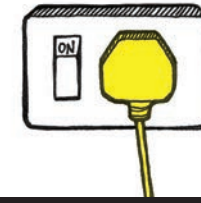
I'm Matt Hart.

I'm the creator of this BIF People Program.

Grab these behaviours.

Go be brilliant.





Introduction

//Becoming
ideas people

Being an ideas person is less about 'techniques'. It's more about 'behaviours'. An ideas person knows how to be creative – how to apply their creativity – for whatever presents, at any time, be it problems, challenges or opportunities.

Let you into a secret: Just because you want Better Ideas doesn't mean you will naturally have them. Getting Better Ideas is hard work of what James Webb Young called an intellectual kind. Most don't care for it. Which is why most Ideas aren't very good. Want Better Ideas? You're going to have to Do the work to earn them.

Becoming an ideas person is to know how and when to have ideas:

Ideas about the right problems to solve.

Ideas about the right audiences to connect with.

Ideas about early thoughts and solutions.

Then ideas about building upon others ideas.

Then ideas about putting ideas to the test to validate new ideas,

and

then ideas about how to make the best ideas happen; ideas about campaigning, socialising, amplifying and selling ideas to the widest audiences.

And naturally, ideas about how to personally get better at having these kinds of ideas.

The BIF way of becoming Ideas People is to learn and do these 10 behaviours.

1

Curiosity

it feeds our creativity

2

Empathy

it's understanding our audiences to inspire better ideas

3

Collaborating

it's our creativity, with others

4

Facilitating

it's the magic of fresh 'data' and 'time' for new ideas

5

Designing

it's designing our creative meets to enable flow

6

Leading

stretching our leadership styles to encourage ideas

7

Tuning-in

nurturing our creativity... within

8

Resilience

it's staying true and staying strong... come what may

9

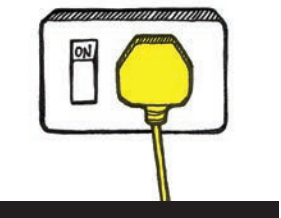
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choose and nurture 1 thing... it might become THE thing

10

Letting Go

the best ideas are yet to come



Introduction

//This is the BIF People Program

This is not an offsite exercise complete with a training manual. Sure those things are needed from time to time, but this isn't that. Offsite training of new skills makes sense in the moment, but often it's super hard to recall and apply new learning back at the work coal face (whether you ever open the manual or not!).

Offsite training days are used because of people's bandwidth; everyone's so busy that taking time out to learn new stuff needs to be super condensed to fit into people's schedules.

The goal of the BIF People Program is to reconnect with our creativity and learn to apply it to get better ideas, happening faster. We want ideas to become a daily behaviour. We want creativity and collaboration to become a natural part of who we are and how we are at work. Locking ourselves away for a couple of days won't deliver that.

So, what will? In our experience, creativity and innovation is best learnt by doing. And, given the nature our creative brains, new learning needs to be spread over a number of weeks. This allows for new knowledge to settle and coalesce as well as the opportunity to apply learnings to real projects (doing).

Becoming an 'Ideas Person' won't happen in 2 days!



Ideas learning at your own pace
BIF People can be taken as inspiration, using the podcasts as personal creative stimulus.



Self study yourself into an ideas person
BIF People is for those wanting to learn and do, the podcasts and toolbox providing all the resources to be a true self study program.



Amplify team impact on creative projects
BIF People is for any team embarking on new ideas projects, where this can be fresh stimulus that tracks ideas-in-pipeline progress, providing new creative approaches and ultimately inspire better outputs.



As part of BIF Works
When working with Matt's team, the BIF People Program is used as the learning soundtrack; either paralleling creative projects or as the follow-up to Masterclasses and Workshops.



Introduction

//How it works

Starting is much easier than completing...

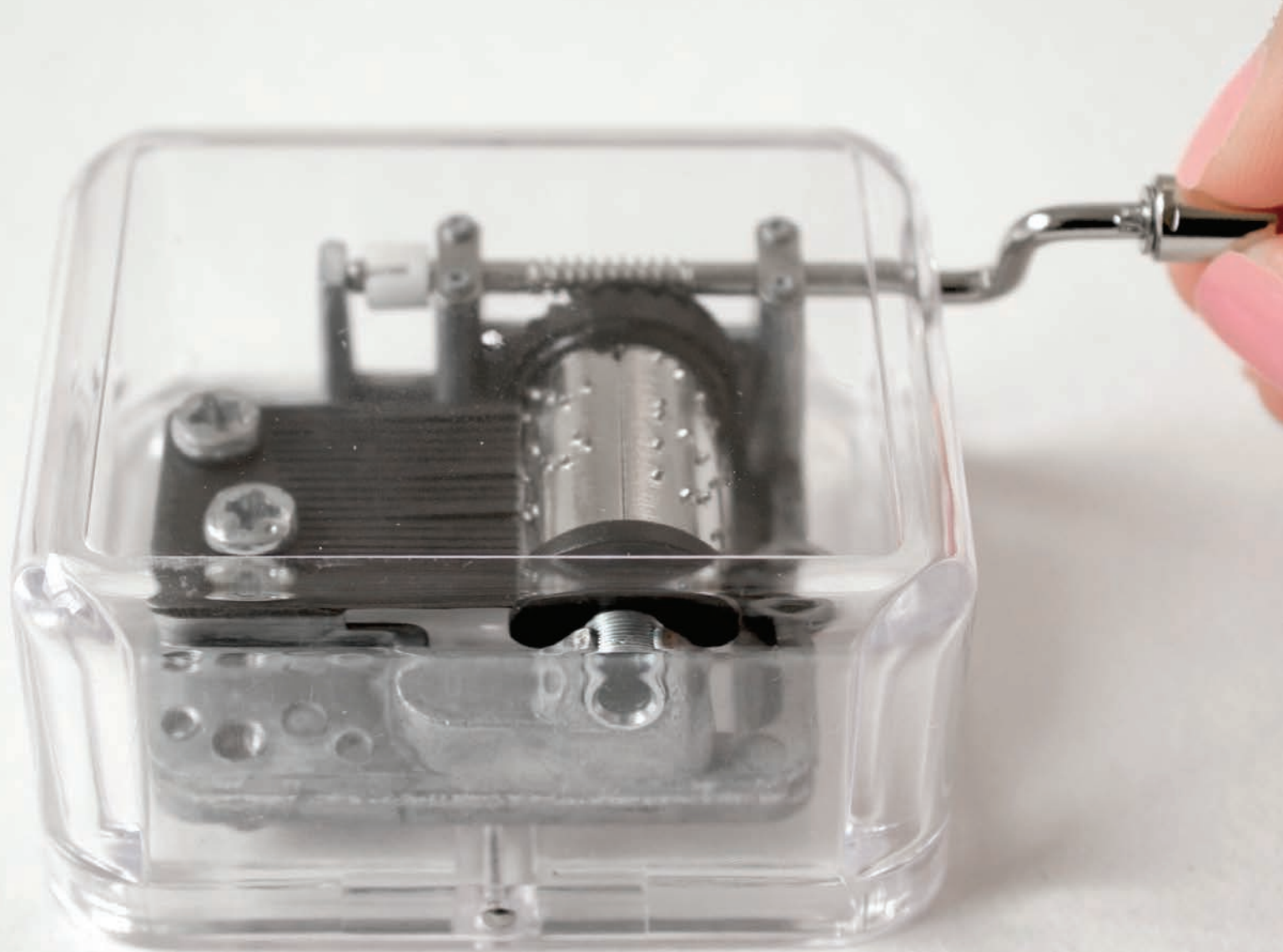
Week	Curiosity	Podcast	Learning	Doing
1			The 4 brain states	Creative styles
Week	Empathy	Podcast	The role of ideas in people's lives	Meet and greet sheet
2				
Week	Collaborating	Podcast	Self identifying creative talent	Magnum Icecream case study
3			BIF 6 steps (explained)	
Week	Facilitating	Podcast	Prep/Meet/ Follow-up	Session plan/ writeup
4				
Week	Designing	Podcast	Introducing FLOW	Designing for FLOW
5				
Week	Leading	Podcast	BIF range of leadership styles	Increasing range stretching your leadership style
6				
Week	Tuning-in	Podcast	Introduction to meditation	Tuning-in exercise
7				
Week	Resilience	Podcast	Increasing your resilience	Nutrition guide
8				
Week	+1	Podcast	Your +1	Discovering your +1
9				
Week	Letting Go	Podcast	Reading list	- Weekly stimulus
10				

It all begins with YOU and your creativity

Then it's your creativity WITH OTHERS

Now it's back to YOU to increase your capacity for ideas

You're done - GO BE a brilliant ideas person.



Before we start

//Moving the needle

The bias of this BIF People is all about 'inputs'; learning new skills to increase our capacity for creativity and our confidence in creativity so that we can do better things with our creativity.

Before getting into that, we need to set a benchmark to gauge where we're at now – our personal understanding and knowledge of our creativity – so that we can check-in again post program.

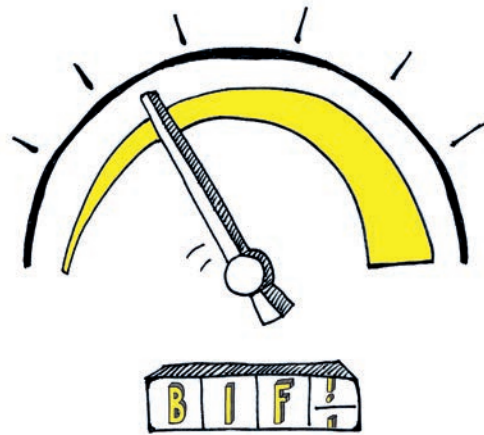
Our goal is that through learning-and-doing we will significantly move the needle i.e. we'll gain new understanding and new knowledge to truly become ideas people.

Therefore, here's 10 easy questions. The idea is to read each question and then intuitively give yourself a score on a scale of 0–10 and enter the number into the associated box; 0 being the lowest, 10 being the highest.

Then add up each box and put the total at the bottom.

This score is you and your creativity now.

No matter what the score, going forward we're going to smash that number together.



1. How well do you understand and use the neuroscience of your creativity?
2. How well do you understand and use the relationship between empathy and insight-inspired ideas?
3. How much is collaborating with others helping you create better ideas?
4. To what degree are you using creative process to help facilitate better ideas?
5. How confident are you designing creative sessions that will produce great outputs?
6. How well do you understand and apply your creative leadership style?
7. To what degree are you investing time each day for solo creative reflection and general mulling things over?
8. How well do you understand your creative resilience and how you can become more resilient?
9. Have you found a way to combine your passions and talents into an idea that helps you unleash your full creative potential?
10. Do you have a daily sense that your personal creativity is helping you work towards your goals; your personal and/or work vision?

Total