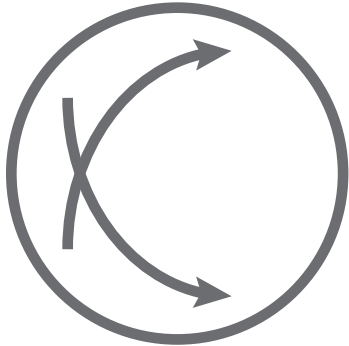


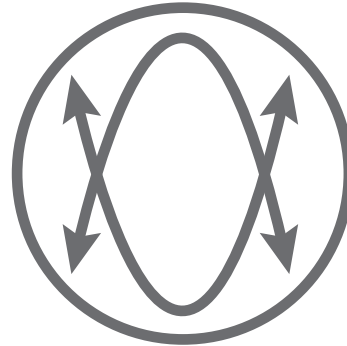
THE 3 MODES of CREATIVE CONVERSATIONS



OPEN

Divergent Thinking

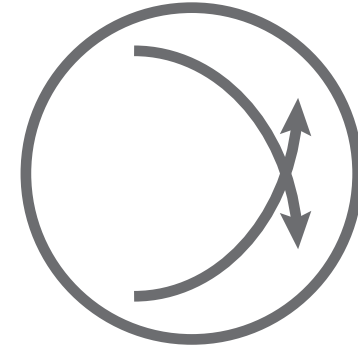
Welcoming new
options



EXPLORE

Emergent Thinking

Developing and
exploring options



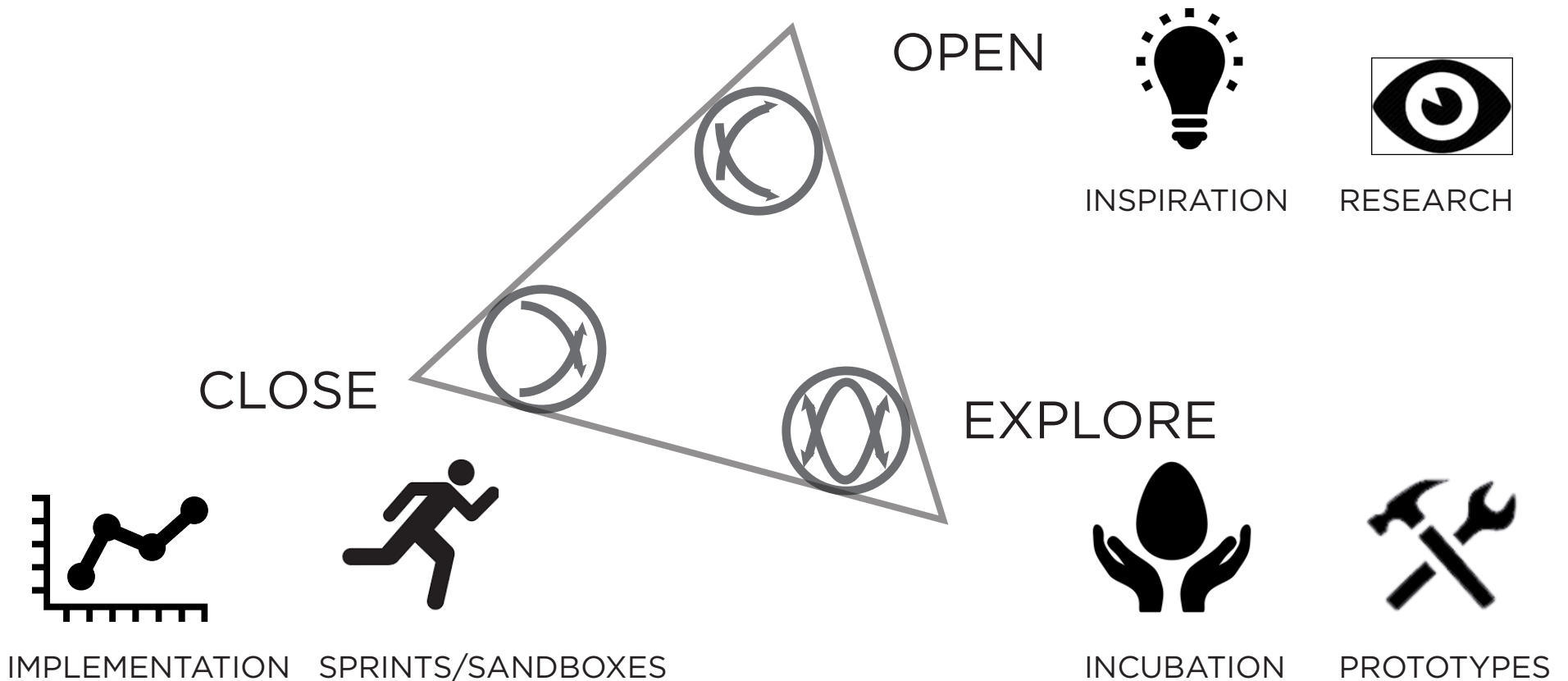
CLOSE

Convergent Thinking

Narrowing and
selecting options

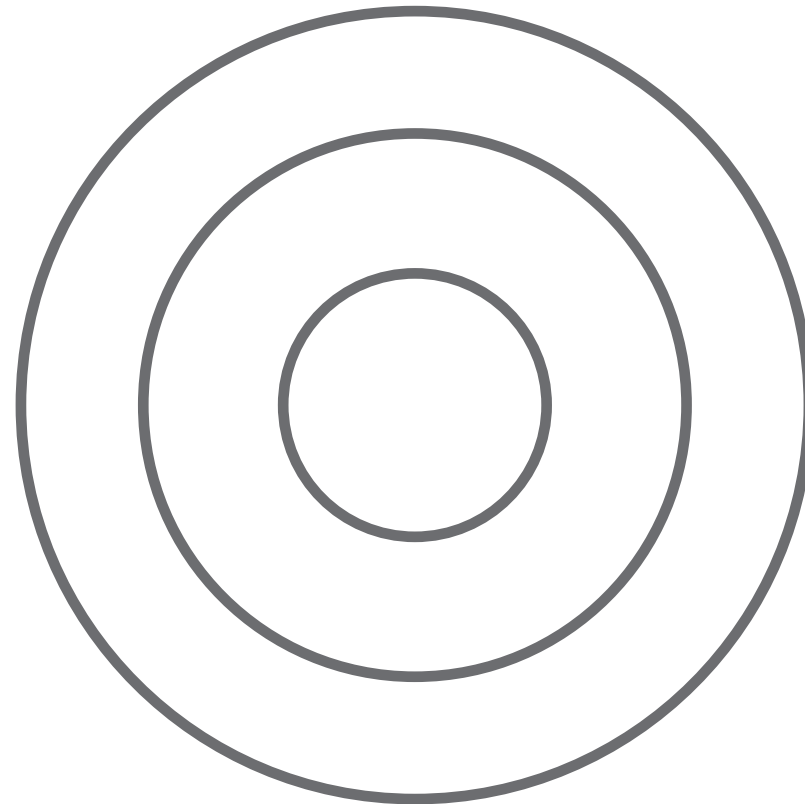
Everyone has a preferred mode or modes of thinking. But in order to generate and deliver on ideas fluidly, it's important to make space and time for each mode of thinking. If we open and never close, we never launch. If we open and don't explore, only half-baked ideas or our first ideas will get out the door.

CYCLICAL CONVERSATIONS



Before a meeting can open, the one before it has to close! After we close one idea, meeting or project, the next opens. The cycle goes on. Here, the cycle is tilted, as one mode of work isn't more important than another. Opening is fueled by great research and inspiration. Exploring is fueled by incubation time and prototyping. Closing is helped by sprints and sandboxes - places to safely implement ideas.

THE HUMAN FRAMEWORK



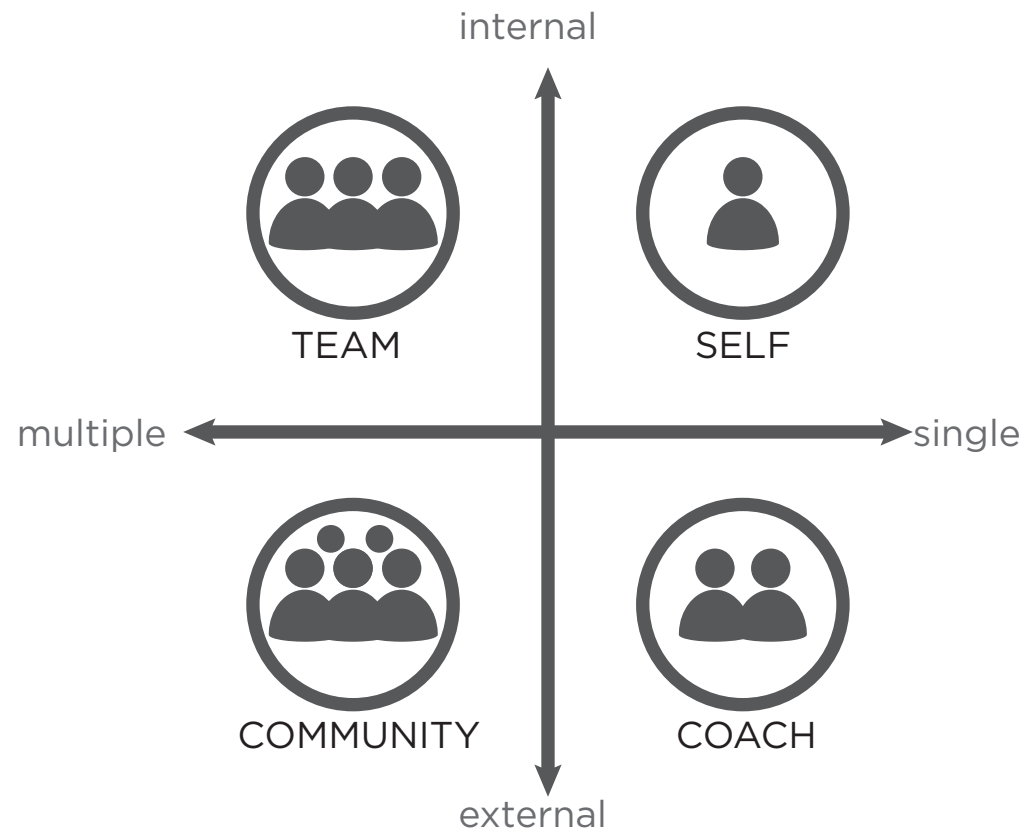
BODY

MIND

HEART

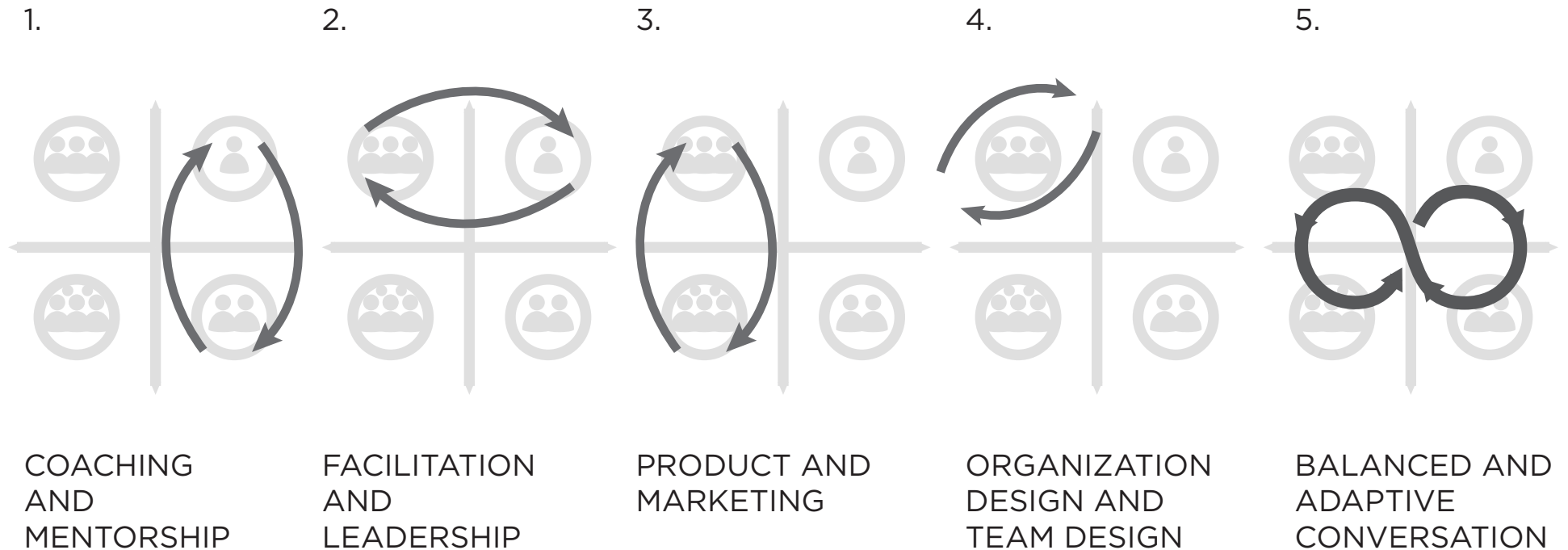
Each aspect of the people we're working with needs to be nourished in order for ideas to flow. Think about what the ideal experience of our team could be like and apply the platinum rule wherever possible. Providing psychological safety is essential to allow innovation to flourish.

THE FOUR CORE CREATIVE CONVERSATIONS



When we think of the core components of a healthy organization, healthy conversations need to be happening inside and outside the organization and inside and outside individuals. Each of these four core conversations need to be attended to, given fuel and allowed to open, explore and close in cycles.

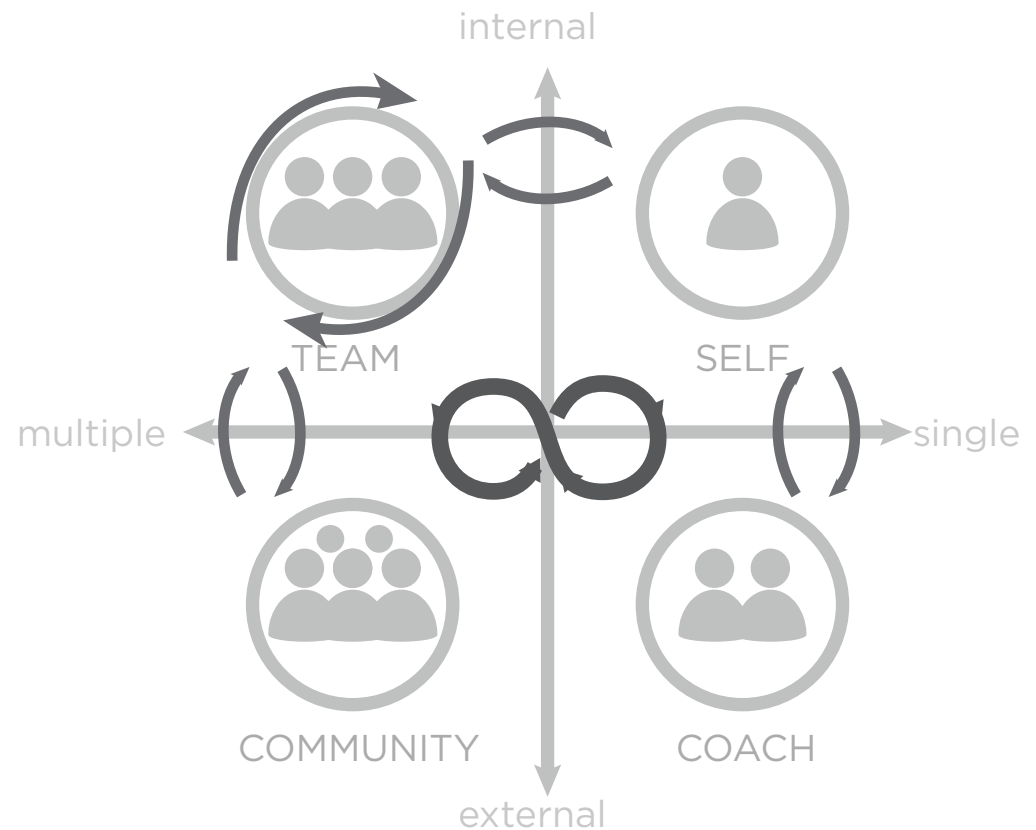
THE FIVE ADAPTIVE CREATIVE CONVERSATIONS



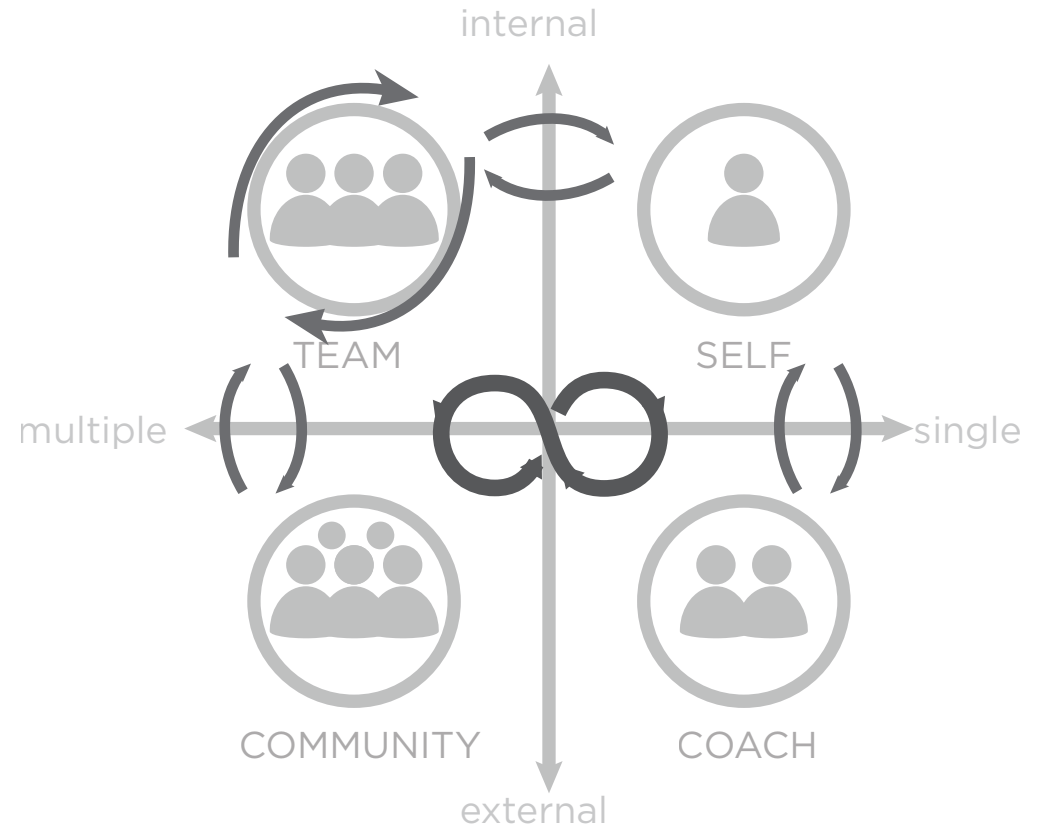
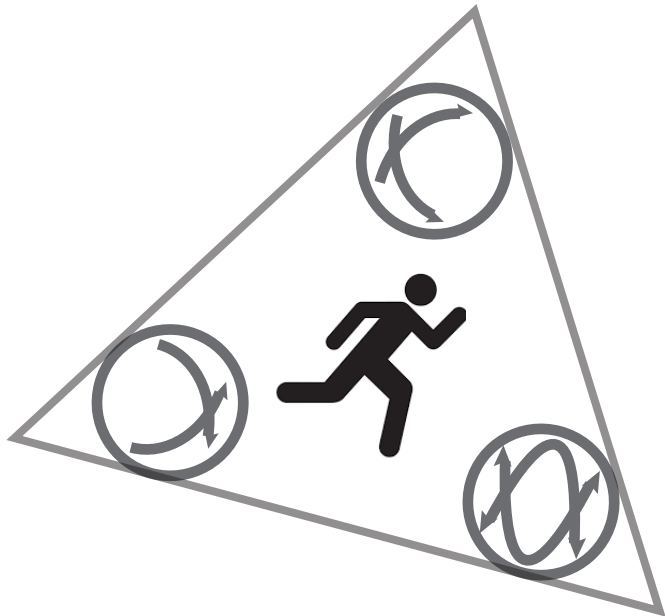
The adaptive connections and creative conversations between the four core conversations gives us a view towards balancing all of these components dynamically.

NINE QUESTIONS

1. Do I make time to think - ie, cultivate a creative self-conversation?
2. Do I have a trusted adviser or coach?
3. Do I have space and time to integrate that outside perspective?
4. Is my team fluid and functional?
5. Do I have the skills to lead and facilitate my team?
6. Does our organizational structure help or hinder our work?
7. Do we have a rich community of users and experts to call on in our work?
8. Do we prototype and test often with that community?
9. Are these internal and external conversations balanced, related and adaptive?



NEXT STEPS



Conversation Design is what we do. If you want to plan a full-day innovation session to solve a challenge, rethink how you work internally or develop skills in facilitation, design thinking or innovation, please text Daniel Stillman at 646-484-9724 or email daniel@theconversationfactory.co to set up a 30 minute free coaching session.