The Psychology of Innovation
How?
How?

Behavioral How?
How?

Behavioral How?

Economically-Sound Behavioral How?
Solutions are See, Think, Act

Superhuman Intelligence
How to Create a Genius Group Brain

1. Diverse **Fluency**
2. Powerful **Culture** that prioritizes Socrates and diminishes Nero
3. **Cadence** that prioritizes the important over the urgent
4. **Meta-work** to maximize each facet of See, Think, Act
SEE, THINK, ACT
SEE, THINK, ACT

Intelligence of Inputs

Internal Inputs
Acceptance, Intuition, and Emotion

External Inputs
Empirical & Social
SEE, THINK, ACT

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Internal Inputs
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SEE, THINK, ACT

“Talent hits targets no one else can hit. Genius hits targets no one else can see.”
SEE, THINK, ACT

Visionaries look for solvable oppression, not solvable opportunity.

Understanding Role

- **Problem**: What is the pain in the world that we address?
- **Product**: What do we make that actually fixes the pain?
- **Positioning**: How do you introduce the product to the market?
SEE, THINK, ACT

Processing Intelligence

Reactionary vs. Guess ‘n Check vs. Creative
SEE, THINK, ACT

Intelligence of Process
Reacting, Buzzing In, or Creating
Processing Bias
Emotions, Experience,

ROOMBABA MANAGEMENT
SEE, THINK, ACT

Comprehension
"What am I missing?"

Creating and Planning
How do these parts form a story?

(stick it notes)
SEE, THINK, ACT

Intellectual Bullying
SEE, THINK, ACT

Choosing, not Creating
SEE, THINK, ACT
SEE, THINK, ACT
SEE, THINK, ACT

Next Steps

Roundtable
1. Build a Group Brain – 10-30 people
2. Drive ideation through Role
3. Use Compassion and Intuition to find new dots and connect them
4. Be Socrates, not Nero
5. Build the straightaways in your schedules