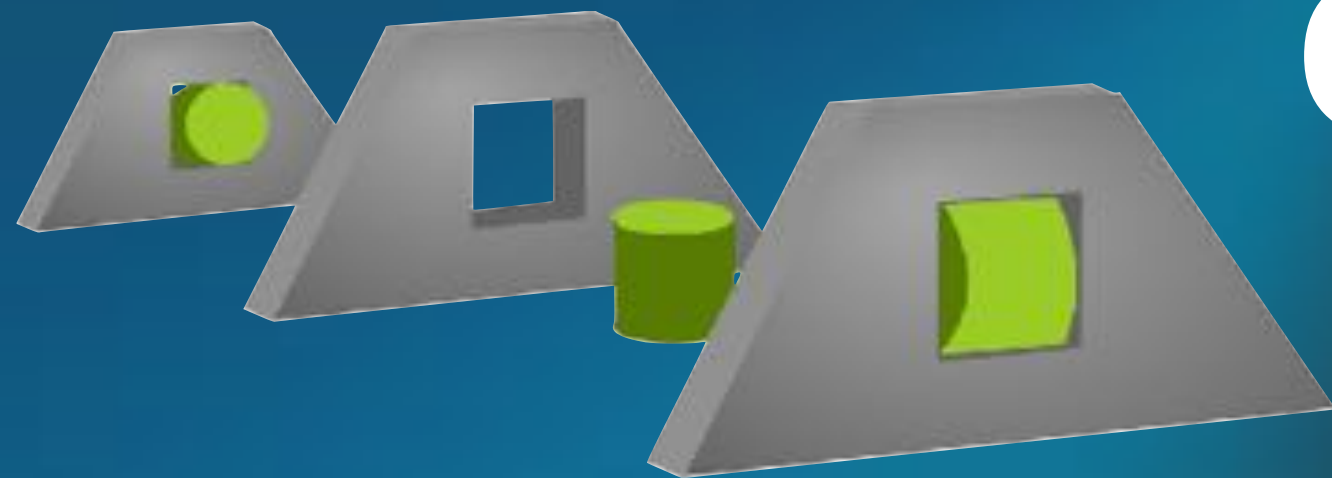




Cracking the Creativity Code

By:

Lon Safko



- Star of the PBS Television Special “Social Media & You... Communicating In A Digital World”.
- Invented the “First Computer To Save A Human Life”.
- 18 Inventions & 30,000 personal records in the Smithsonian Institution, Washington, D.C.
- Spent most of my career as an entrepreneur, innovator, president and CEO.
- An innovator for more four decades founding 14 start-up companies.
- Invented the first voice recognition and the first home automation for the disabled.
- Invented the first three-dimensional virtual environment.
- Invented the first integrated computer system for the physically disabled.
- Invented the archetype for Apple Newton and Microsoft’s Bob operating systems.
- Invented “Tool-Tips”, and first software user’s guides.
- Has 14 Inventions in the Computer History Museum, Mountainview, CA
- Awarded 3 patents on three-dimensional Internet advertising and “Virtual-Electronic-Retailing”
- Awarded 125 software copyrights, trademarks, a dozen signature marks.
- Recipient of The Westinghouse Entrepreneur of the Year Award.
- Recipient of The the Arizona Software Association’s Entrepreneur of the Year Award.
- Recipient of The the Arizona Innovation Network’s Innovator of the Year Award.
- Recipient of The Public Relations Society of America’s “Mark of Excellence” Award.
- Recipient of The A.A.P.A.’s Award of Excellence for the Western Hemisphere.
- Twice nominated Entrepreneur of the Year by Ernst & Young / Inc. Magazine.
- Recognized by the Department of Veteran’s Affairs and the Phoenix Mayor’s Council.
- Featured in Entrepreneur Magazine, Inc. Magazine, PC Novice, Popular Science, & NY Times.
- Appointed USA Today CEO Advisory Board, the first SCORE Ambassador.
- Author of the bestselling book “The Social Media Bible”, Third Edition, hit #1 on Amazon, \$2m+
- Author of the bestselling book “The Fusion Marketing Bible”, hit #3 on Amazon & Patent Pending!
- Author of the bestselling book “Innovative Thinking, Cracking The Creativity Code”.
- Nominated for a Pulitzer Prize.



Definitions

01 in·no·va·tion

,inə'vāSH(ə)n/

noun

Definition: The action or process of innovating, a new method, idea, product, etc.

02 cre·a·tiv·i·ty

,krēā'tivədē/

noun

Definition: The use of the imagination or original ideas, especially in the production of an artistic work.

03 in·ven·tion

in'ven(t)SH(ə)n/

noun

Definition: The action of inventing something, typically a process, device, or design.



"Five qualifications for success; training, experience, talent, passion, and luck."
-Lon Safko



Am & Am Not



"The difference between knowledge and wisdom is experience."
-Lon Safko



Three Topics

Your Brain Messes With Your Head



An Actual Formula For Innovative Thinking



A Ton Of Examples Of Innovative Thinking



"No, just means you have to try it a different way."
-Lon



Y O U R

B R A I N



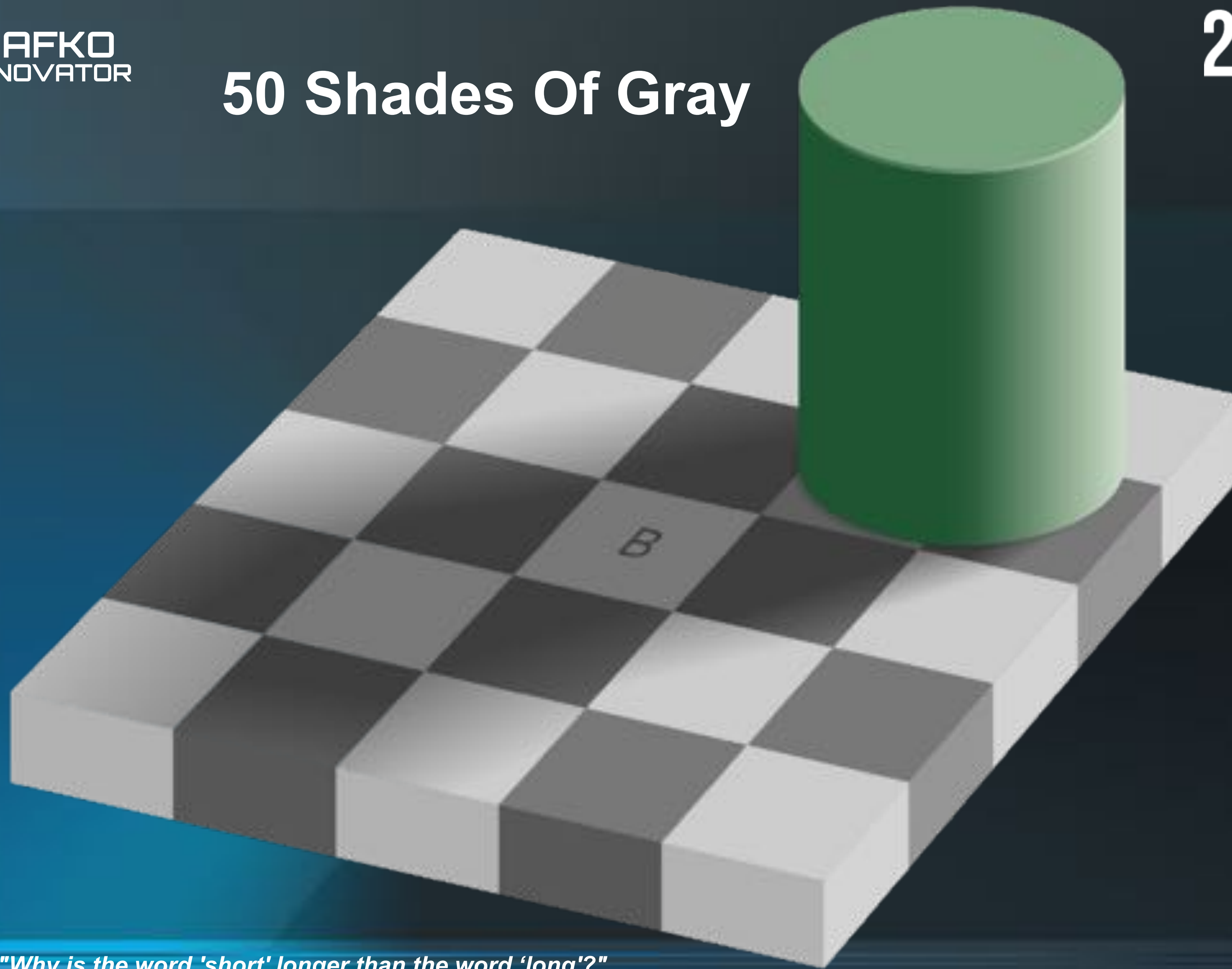
Pattern Recognition



"Discover the fourth primary color!"
-Lon Safko



50 Shades Of Gray



"Why is the word 'short' longer than the word 'long'?"
-Lon Safko

Compact Or Not



"Aren't you glad, that you have opposing thumbs?"
-Lon Safko

The Wheels On The Bus

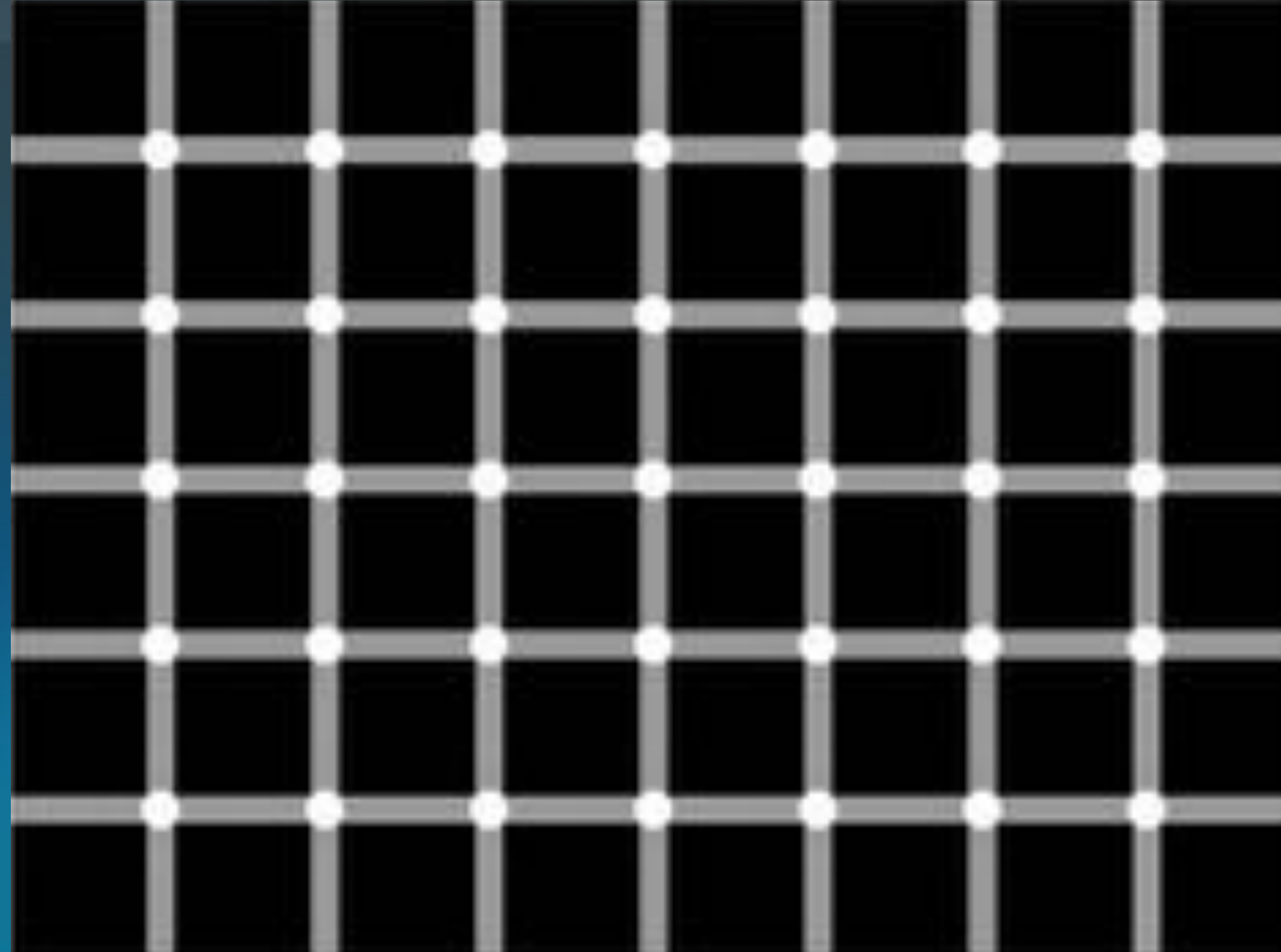


"Innovation: Perceiving Information Uniquely."
-Lon Safko



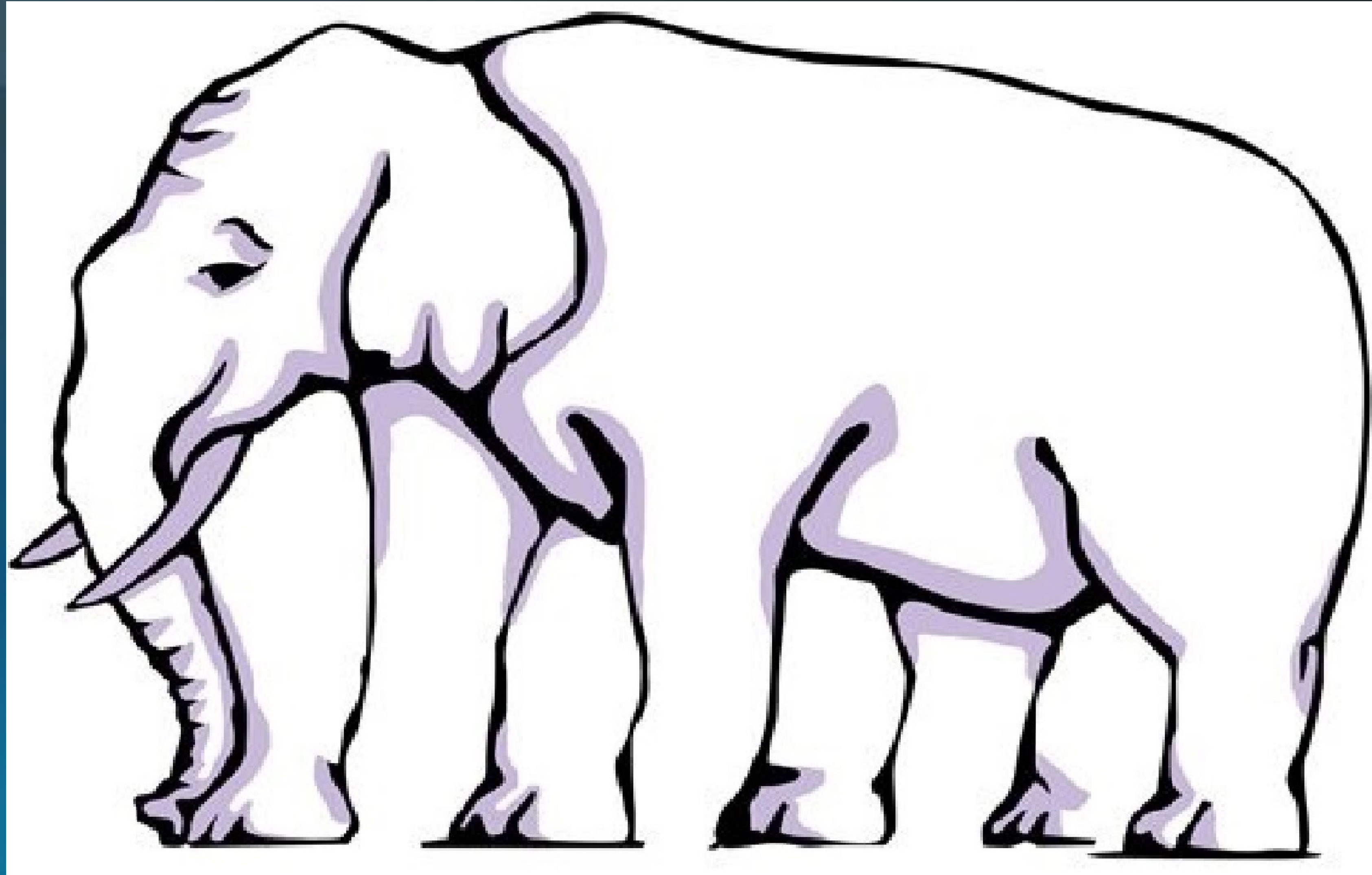
Black Dots Everywhere

It takes between 10 and 100 milliseconds for the neurons in the cones of your retina to clear the neurotransmitter in the synapse to refresh what you see.



“Innovation is when two or more common concepts fit together to form a unique solution.”
-Lon Safko





*“Why does mathematics give preferential treatment to even numbers?
Odd x odd is odd, even x even is even, and even x odd is even.”*

-Lon Safko



T H E

T H R E E

C ‘ S

**THE
SECRET
FORMULA**



The Three C's Of Innovative Thinking

Work

1. **C**OLLECT

The 5 W's - The Who, What, Where, When, Why, & How.

Practice

2. **C**ALCULATE

Calculation will take its own course.

Deliberate

3. **C**OMMUNICATE

Stop, Look & Listen of Creative Communication. *

* Maya Angelou called this her "Piddling Time".



C O L L E C T



Be Eyesy

“Creative people are expert noticers”.

They have highly developed abilities for visual foraging; spotting, gathering, and utilizing things that most others overlook.

Having an active rather than idle curiosity about the world around you reveals ideas. Be nosy and “eyesy.”



“Aren't you glad, that the sun rises in the same spot?”
-Lon Safko



Baader-Meinhof Phenomenon



This phenomenon is where one stumbles upon some obscure piece of information, often an unfamiliar word or name and soon afterwards encounters the same subject again, often repeatedly.

It is often referred to as “Vuja De”.

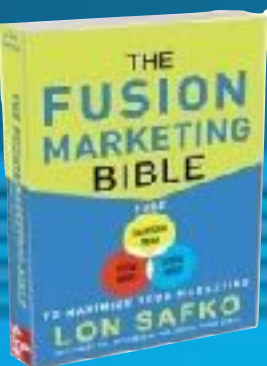
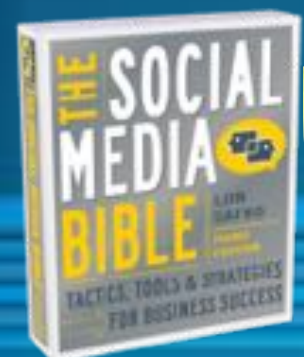
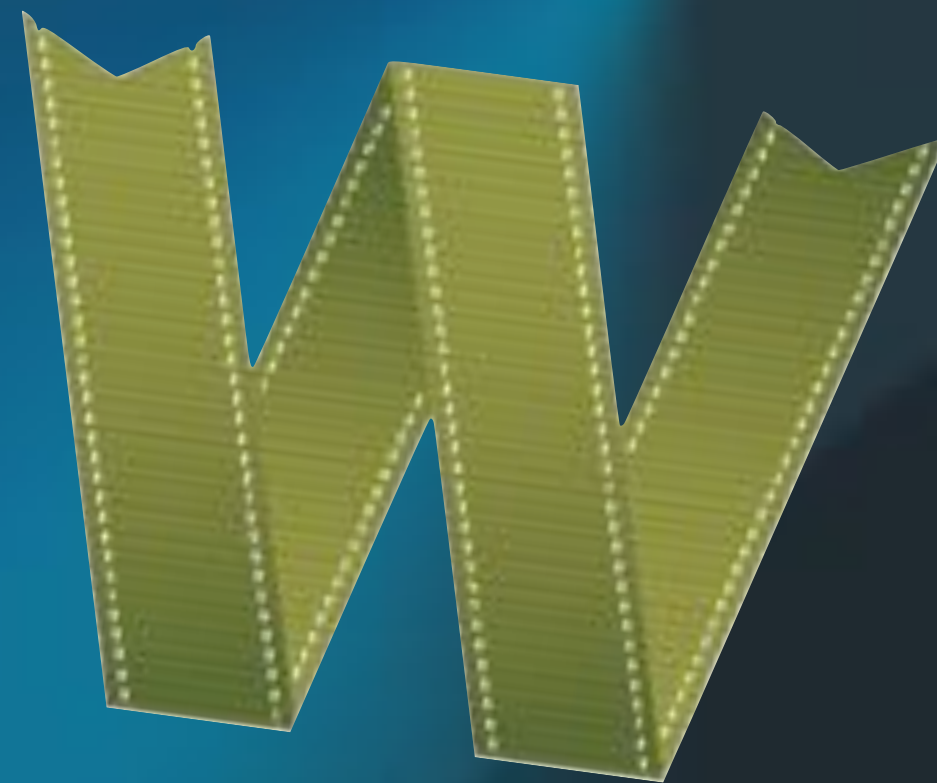
The opposite of deja vu is Vuja De. Vuja De is when you look at something you have seen many times before and all of a sudden see it with fresh eyes.



"You can't loose, if you refuse to quit!"
-Lon Safko



The Five W's (And One "H")



"Only two things are infinite, the universe and human stupidity, and I'm not sure about the former."
- Albert Einstein.

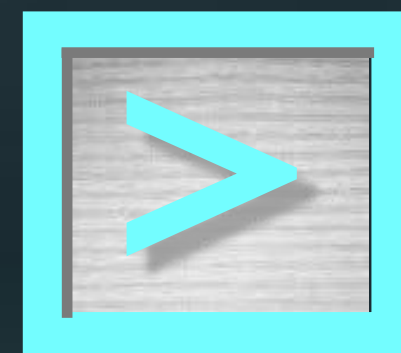
C A L C U L A T E



C O M M U N I C A T I O N S



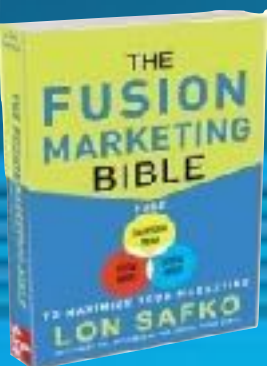
I N N O V A T I O N



Innovation!

What Do We Know?

The Garden Hose Dilemma



"Music is the art of thinking with sounds."
-Jules Combarie



Innovation!

What Do We Know?

Swimming Pool Aerator

This
“Calculate”
took 9
months.



“Genius is one percent inspiration, and ninety-nine percent perspiration.”
-Thomas Edison



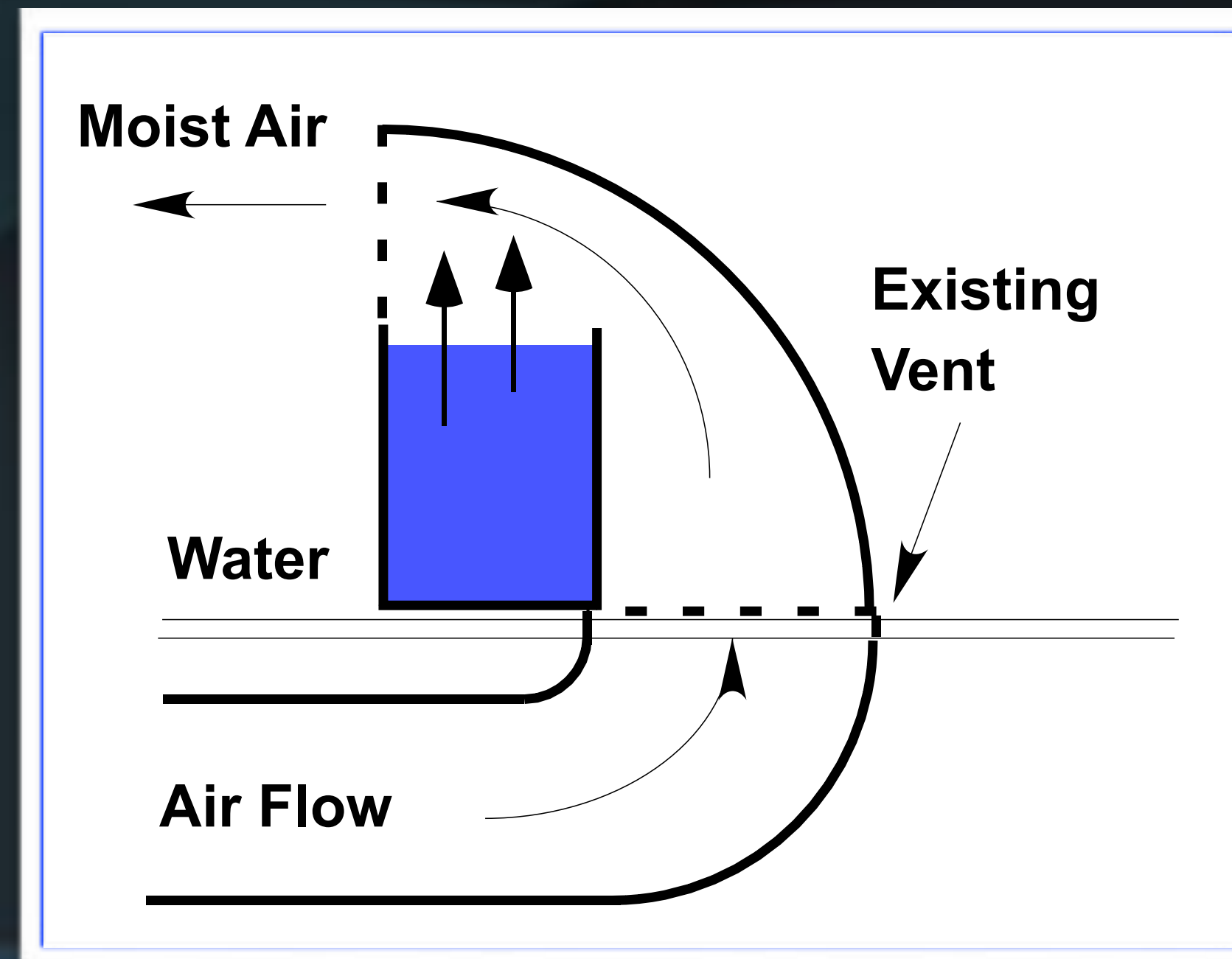
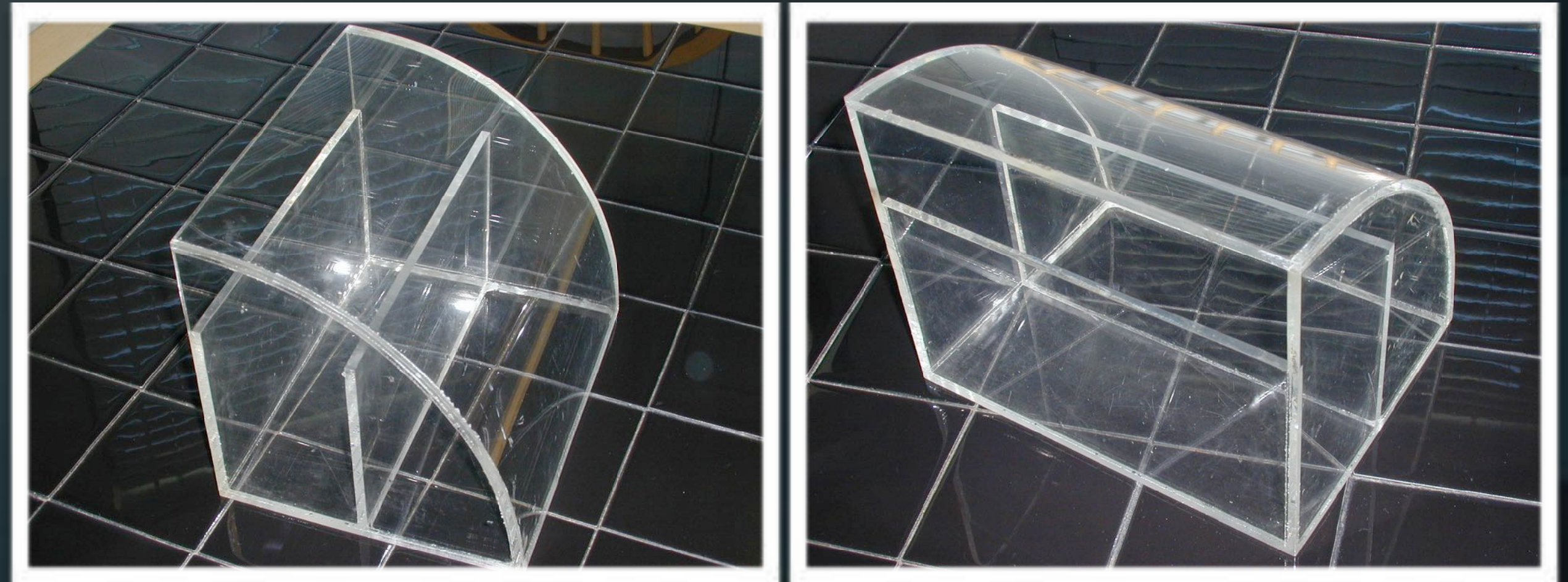
HumidiVent

Problem

- Winter dry air drying your skin?
Getting frequent nose bleeds?

Benefits

- Just fill it with water and place it over an existing floor vent!
- A wall vent model is available too!



"My ultimate goal is to find a cure for entropy."
-Lon Safko



Innovation!

What Do We Know?

Wet Mop Dilemma



"You can't use up creativity. The more you use, the more you have."
-Maya Angelou



Innovation! Random Association

LeafCaddy

Problem

- Difficult picking up yard debris and leaves?
- Want to carry leaves to trash cans or pile?
- Difficulty dragging brush?

Benefits

- With only a hook, piece of wood, & a 99¢ tarp, you have your solution!



"The second assault on the same problem should come from a totally different direction."
-Tom Hirshfield



Innovation! What Do We Know?

Outback Steakhouse Earrings... “No Larger than Quarter”

1. Earring
2. Dangly
3. Quarter

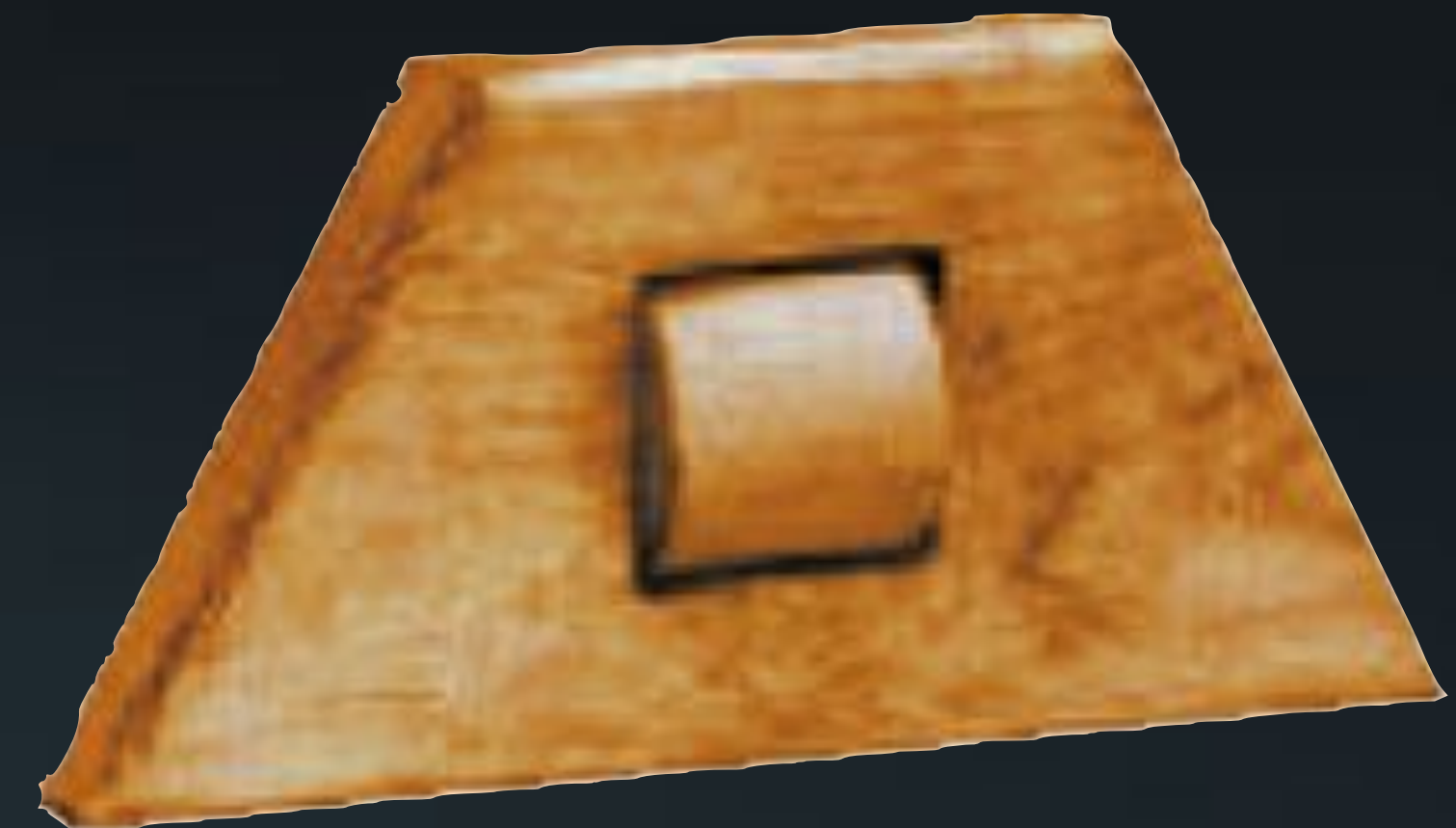
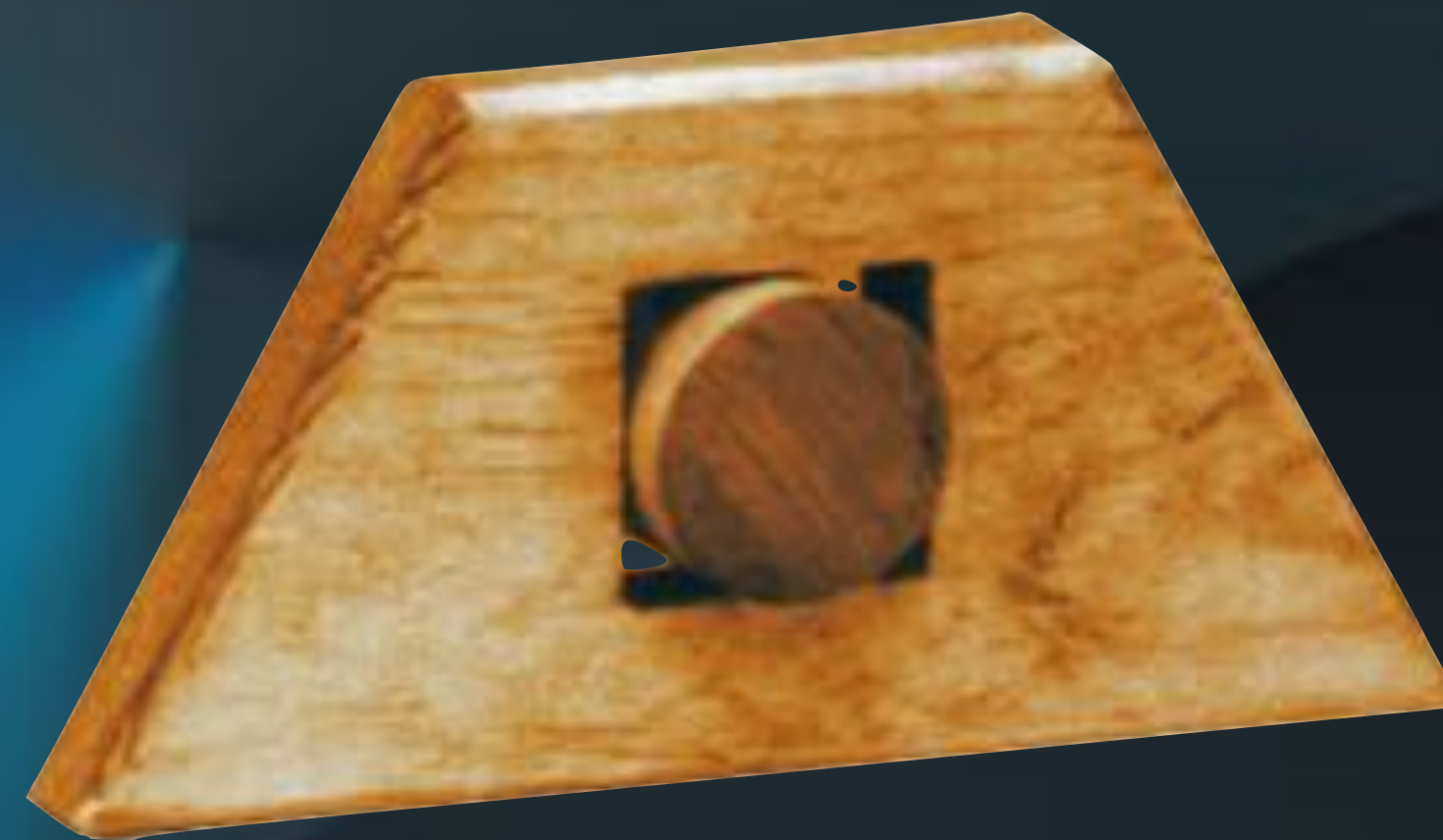
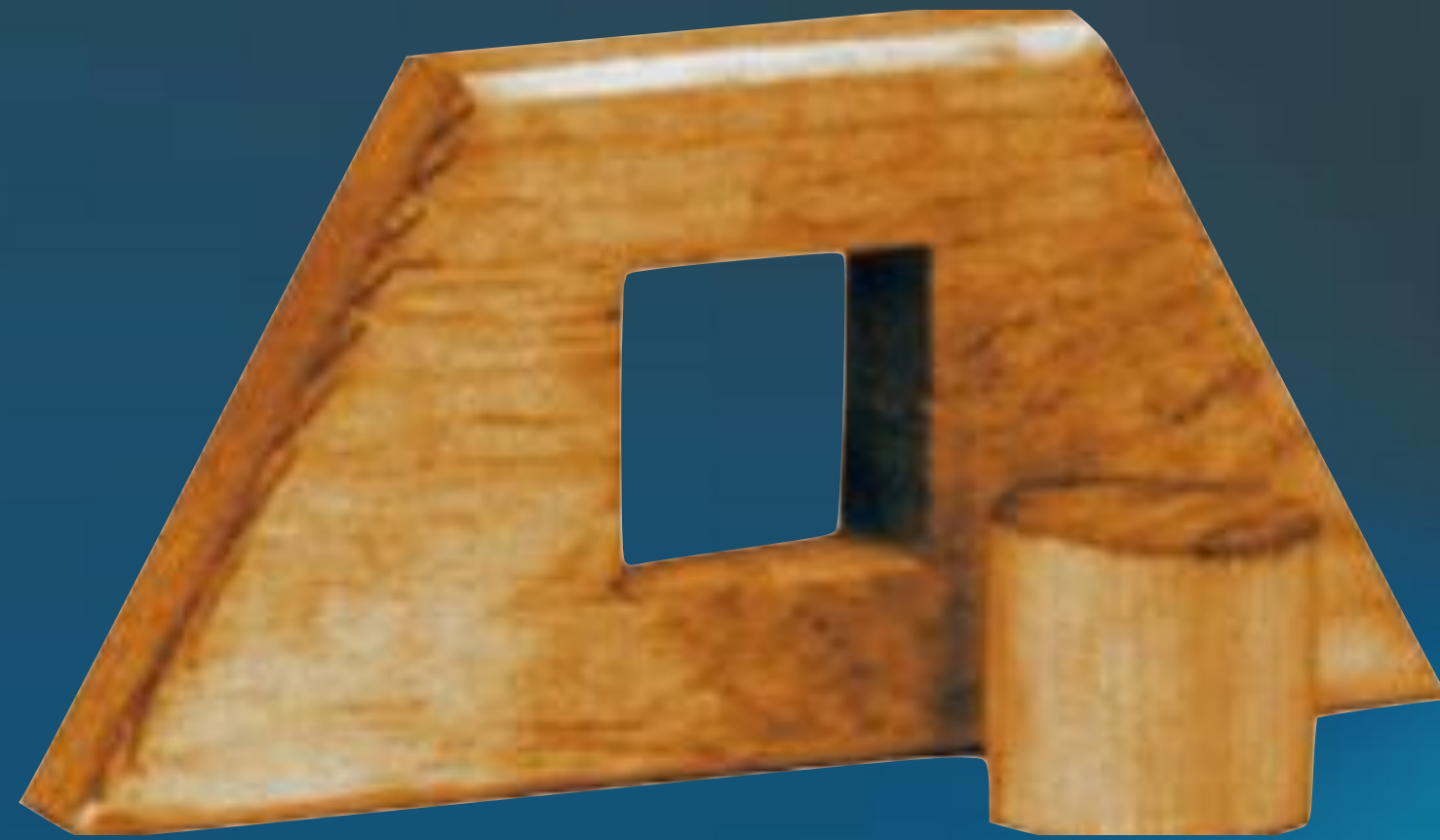


“When you come to a roadblock, take a detour.”
-Mary Kay Ash



Innovation!

A Round Peg In A Square Hole



"The difference between hearing and listening is comprehension."
-Lon Safko



Innovation! Random Association

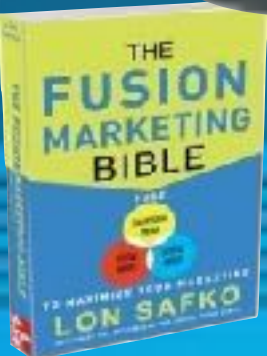
Fish Tank Fountains



"Innovation: Mixing common elements to form an uncommon solution."
-Lon Safko

Innovation! Random Association

Trash Can Liner Retainer



"Innovation: Cognitive Olympics"
-Lon Safko



Innovation!

Random Association

Shower Head Attachments



"No matter how old you get, if you can keep the desire to be creative, you're keeping the man-child alive."
-John Cassavetes



Innovation!

Random Association

Inflatable Highway Safety Cones

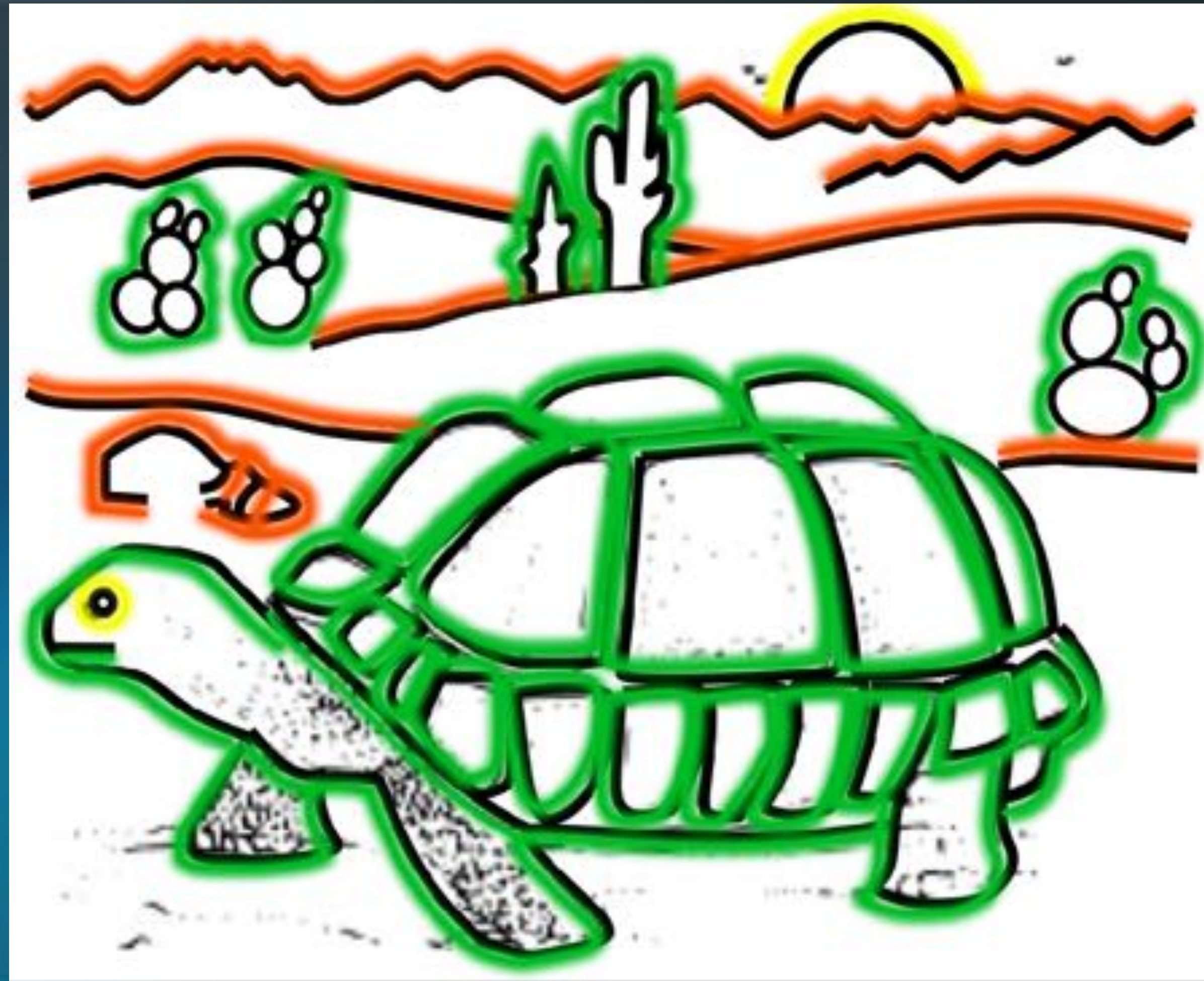


"Aren't you glad, that gravity is constant?"
-Lon Safko



Turn Problem Inside-Out

Color Outside
Of The Lines



"Success equals a little vision, followed by a great deal of tenacity!"
-Lon Safko



Innovation!

What's Important?

Real Estate Business Card

%	\$250k	\$300k	\$350k	\$400k	\$450k	\$500k	\$550k	\$600k	\$650k	\$700k
3	\$1,054	\$1,265	\$1,476	\$1,686	\$1,897	\$2,108	\$2,319	\$2,530	\$2,740	\$2,951
3.5	\$1,123	\$1,347	\$1,572	\$1,796	\$2,021	\$2,245	\$2,470	\$2,694	\$2,919	\$3,143
4	\$1,194	\$1,432	\$1,671	\$1,910	\$2,148	\$2,387	\$2,626	\$2,864	\$3,103	\$3,342
4.5	\$1,267	\$1,520	\$1,773	\$2,027	\$2,280	\$2,533	\$2,787	\$3,040	\$3,293	\$3,547
5	\$1,342	\$1,610	\$1,879	\$2,147	\$2,416	\$2,684	\$2,953	\$3,221	\$3,489	\$3,758
5.5	\$1,419	\$1,703	\$1,987	\$2,271	\$2,555	\$2,839	\$3,123	\$3,407	\$3,691	\$3,975
6	\$1,499	\$1,799	\$2,098	\$2,398	\$2,698	\$2,998	\$3,298	\$3,597	\$3,897	\$4,197
6.5	\$1,580	\$1,896	\$2,212	\$2,528	\$2,844	\$3,160	\$3,476	\$3,792	\$4,108	\$4,424
7	\$1,663	\$1,996	\$2,329	\$2,661	\$2,994	\$3,327	\$3,659	\$3,992	\$4,324	\$4,657
7.5	\$1,748	\$2,098	\$2,447	\$2,797	\$3,146	\$3,496	\$3,846	\$4,195	\$4,545	\$4,895
8	\$1,834	\$2,201	\$2,568	\$2,935	\$3,302	\$3,669	\$4,036	\$4,403	\$4,769	\$5,136
8.5	\$1,922	\$2,307	\$2,691	\$3,076	\$3,460	\$3,845	\$4,229	\$4,613	\$4,998	\$5,382
9	\$2,012	\$2,414	\$2,816	\$3,218	\$3,621	\$4,023	\$4,425	\$4,828	\$5,230	\$5,632
9.5	\$2,102	\$2,523	\$2,943	\$3,363	\$3,784	\$4,204	\$4,625	\$5,045	\$5,466	\$5,886



"It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all."
-Edward de Bono



Can You... Create Million Dollar Idea?



Can You...
Create Million Dollar Idea?

YES!



We Go After Kids!

Why Kids?

Parents, Families, Schools, etc...

What Do Kids Like To Do?

Play...

What Do Kids Like To Play With?

Toys...

Only Practical Marketing Medium?

Internet...

Only "Tangible" Tool?

Printer...

Solution...

**Create A Tangible Toy For Kids To Play With
That Can Be Distributed Over The Internet!**



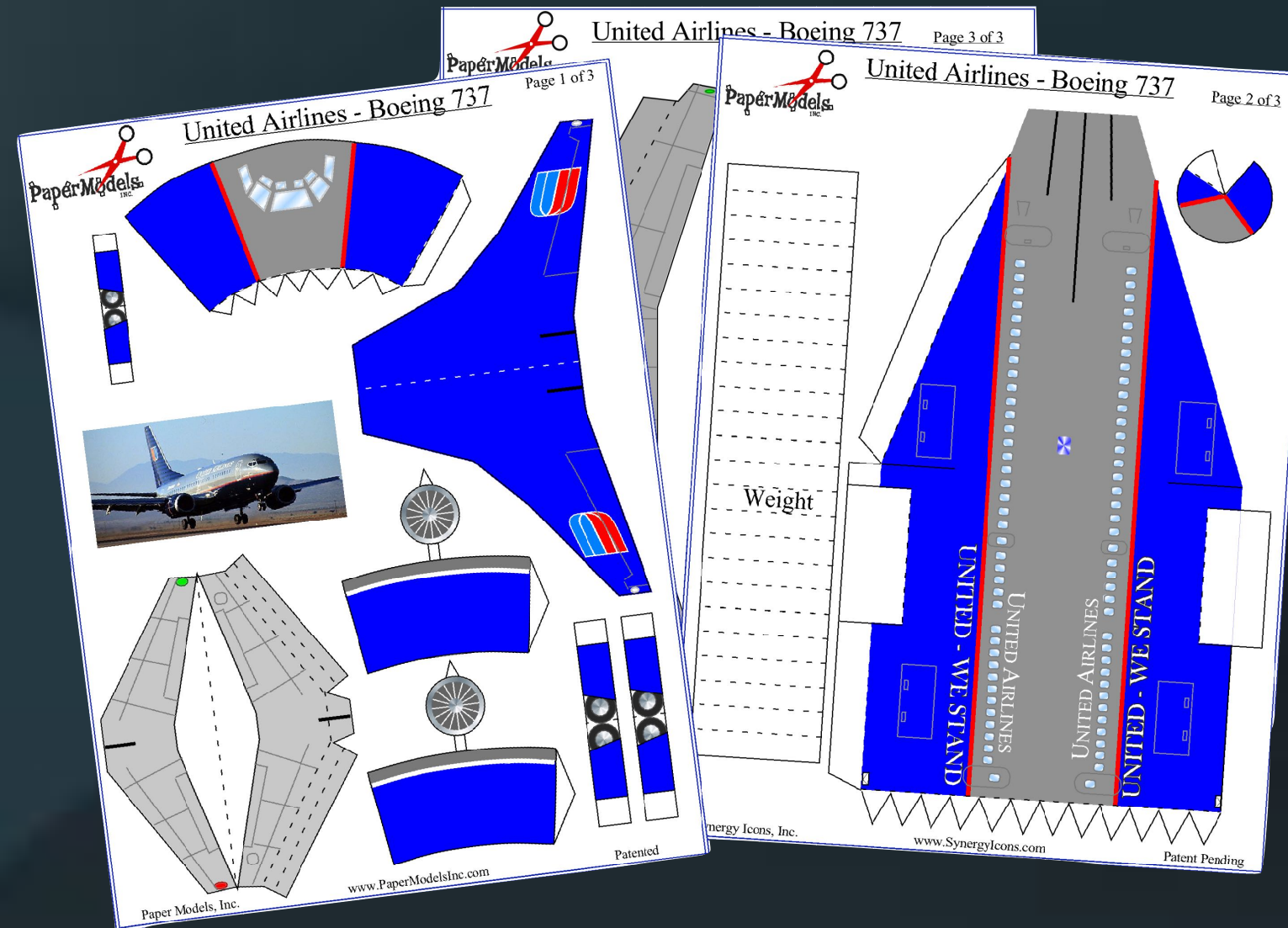
"Intelligence is something we are born with. Thinking is a skill that must be learned."
-Edward de Bono



Innovation!

PDF TO 3D Replica

+ =



"Color outside of the lines."
-Lon Safko



Innovation!

The Elevator Pitch

What if I could create a specialty advertising product similar to a t-shirt or coffee mug, with your marketing message and logo, which we can change every 15 minutes, where your customers, who will represent all demographics, men, women, and children, rich & poor, across all cultures and ages will actually ask for it, and I'll handle the manufacture and fulfillment anywhere in the world, 24 / 7 / 365, instantly, and each time I fulfill one it will only cost you 10¢. Are you interested?



"Sometimes you just have to listen to the silence."
-Lon Safko



Virtual-Electronic-Retailing

50,000+ Customers & \$1million+ Revenue



United Airlines

Smithsonian Institution



Spirit of St. Louis



San Diego Mission



General Motors



Ford Motor



British Airways

San Diego International Airport

Honda

Independence Hall



Apollo XI



BMW

NBC



"Admitting your weaknesses is your strongest strength."
-Lon Safko



Final Take-Away



"Five qualifications for success; training, experience, talent, passion, and luck."
-Lon Safko





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