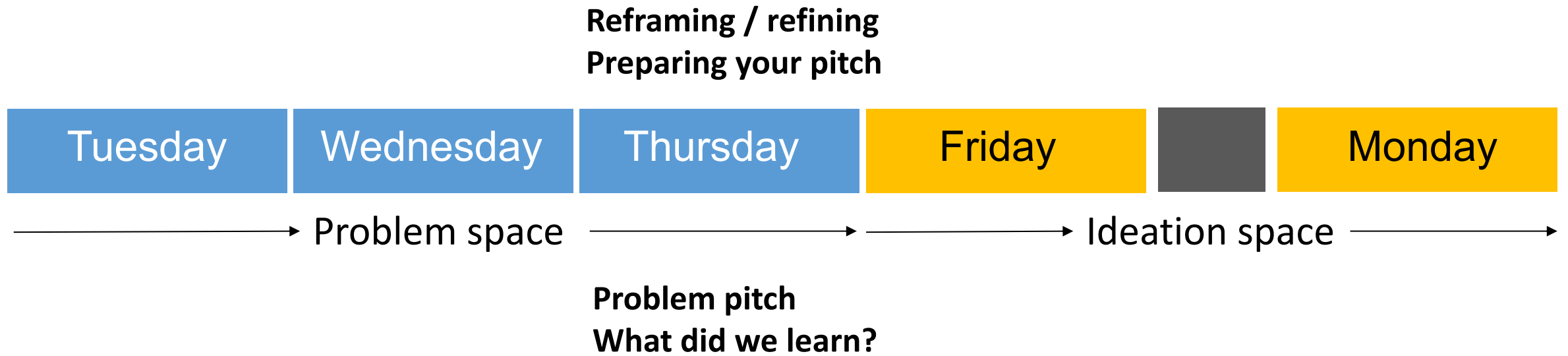
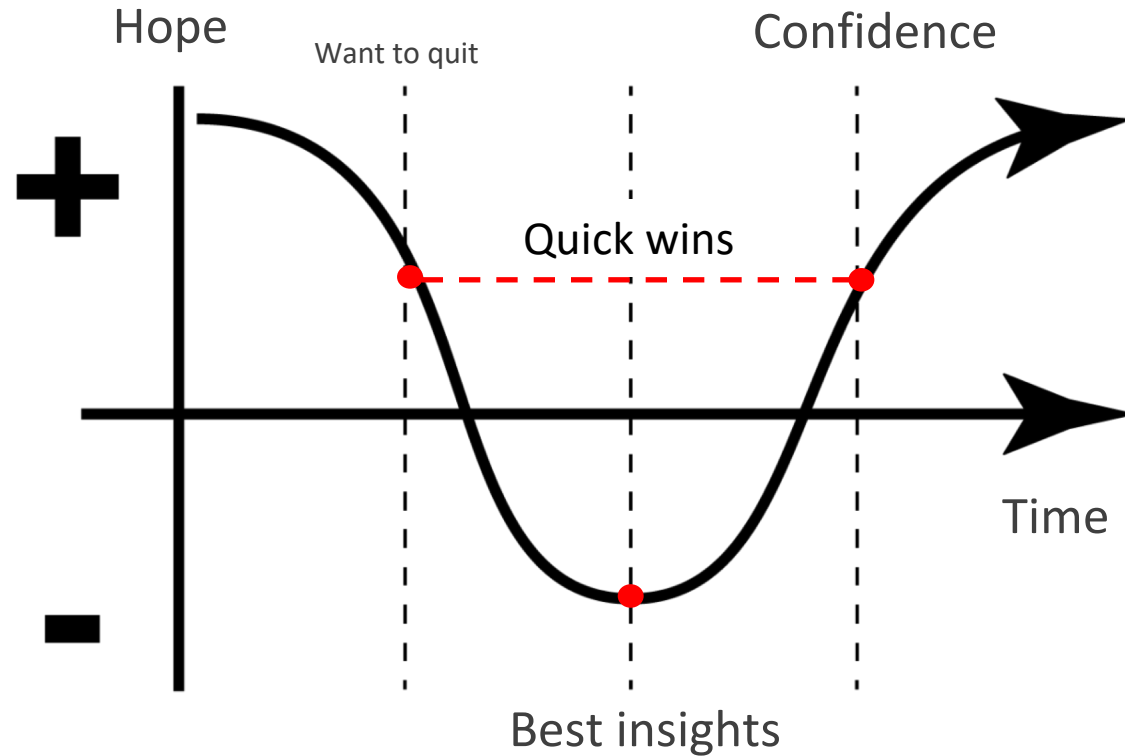


Thursday am

Week 1 Schedule



The emotional life of innovation



The stickiness factor

Ideas that spread have qualities that make them memorable

Simple

Help people find the core of your ideas.
Strip your idea down to its essence by mastering prioritization.
Create proverb-like ideas that are both simple and profound.

Unexpected

Help people pay attention to your ideas.
Use surprise as an emotional lever that increases alertness and focus.
Sustain interest by generating curiosity.

Concrete

Help people understand clearly what you mean.
Explain your ideas in terms of human action and sensory information.
Avoid ambiguity that makes communications meaningless.

Credible

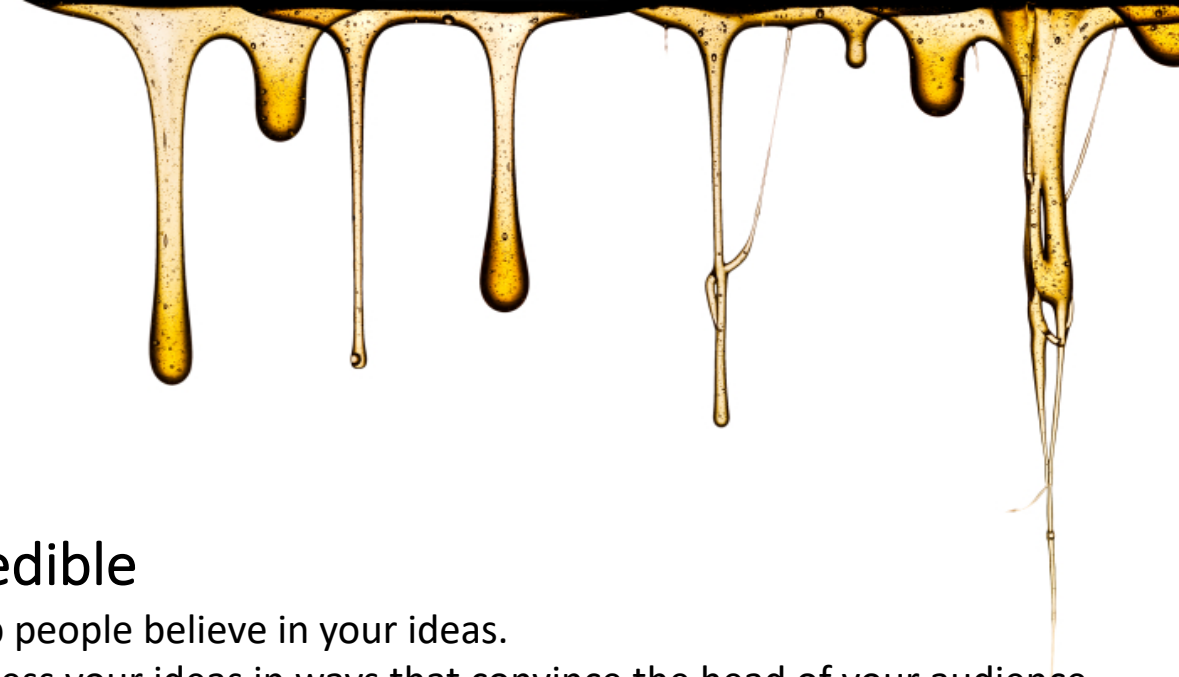
Help people believe in your ideas.
Express your ideas in ways that convince the head of your audience.
Make people test your ideas in their heads before they buy them.

Emotional

Help people care about your ideas.
Express your ideas in ways that touch the heart of your audience.
People buy feelings, not rationales. Make them feel something.

Embedded in stories

Help people to act on your ideas.
Write a chapter that will make people want to write the next one.
View stories as a mental flight simulator that prepares us to respond.



Pitch well

Our mission is to become the international leader in the space industry through maximum team-centered innovation, risk-based exploitation of existing best practices and strategically targeted aerospace initiatives.”

or

We will put a man on the moon and return him safely by the end of the decade. (JFK, 1962)



Problem pitch

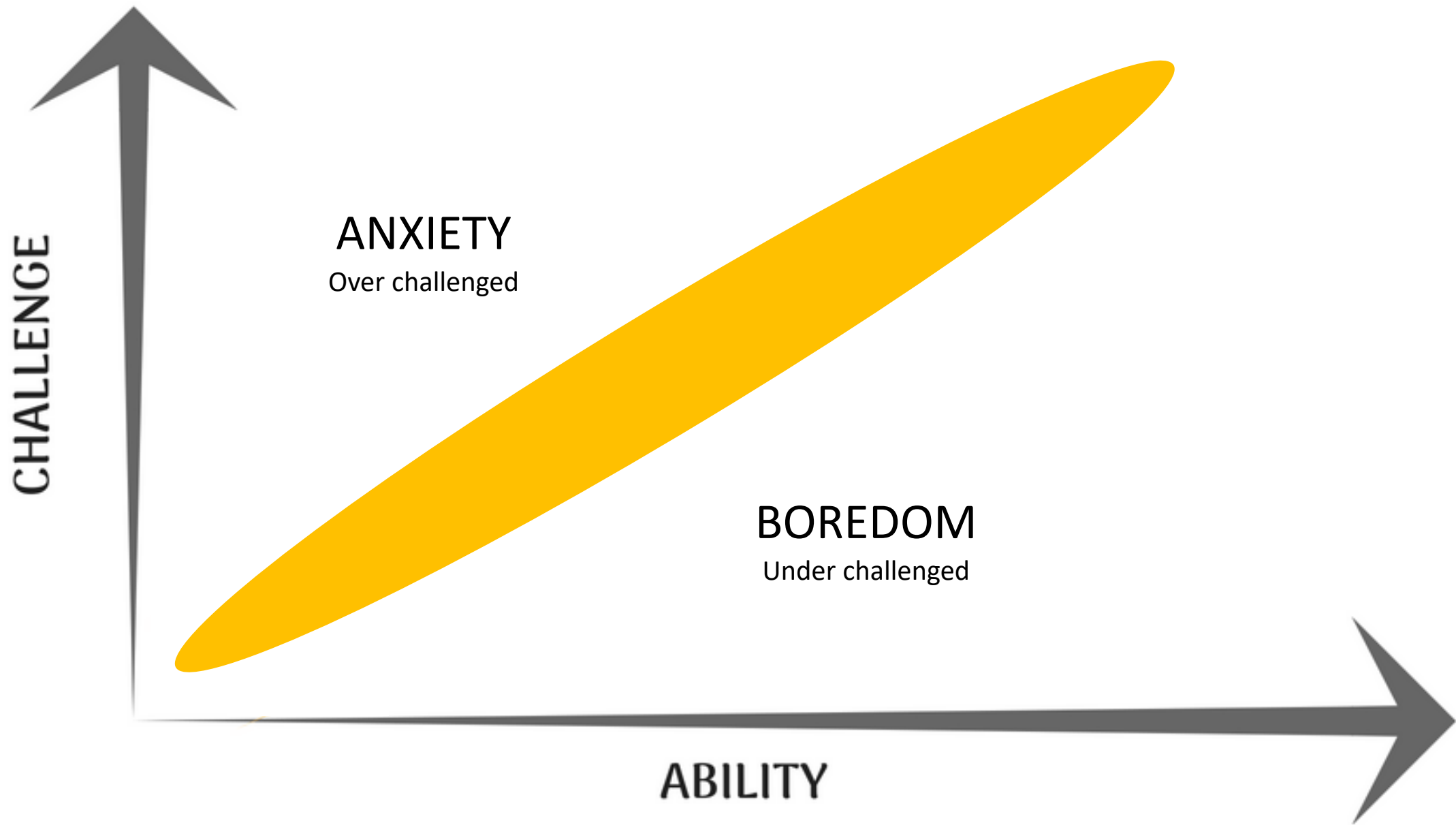
- The problem you want to tackle (How might we)
- Why it matters (context / desired impact)
- Why it's within reach of solving (scoping / motivation)?

Thursday pm



Time to serve

- Problems -



Adapted from Mihaly Csikszentmihali, *The Psychology of Optimal Experience*.