

Breaking Barriers and Creating Connections





What can you do with...

Frans Johansson



- Author of the Medici Effect
- Public Speaker, writer and entrepreneur
- Authority on Diversity, Innovation, and Creativity

Questions that are hard to answer:

How do we come up with good ideas?

What drives good ideas?

Word Association



CANDY



TERMITES



ICE

Did you think of...

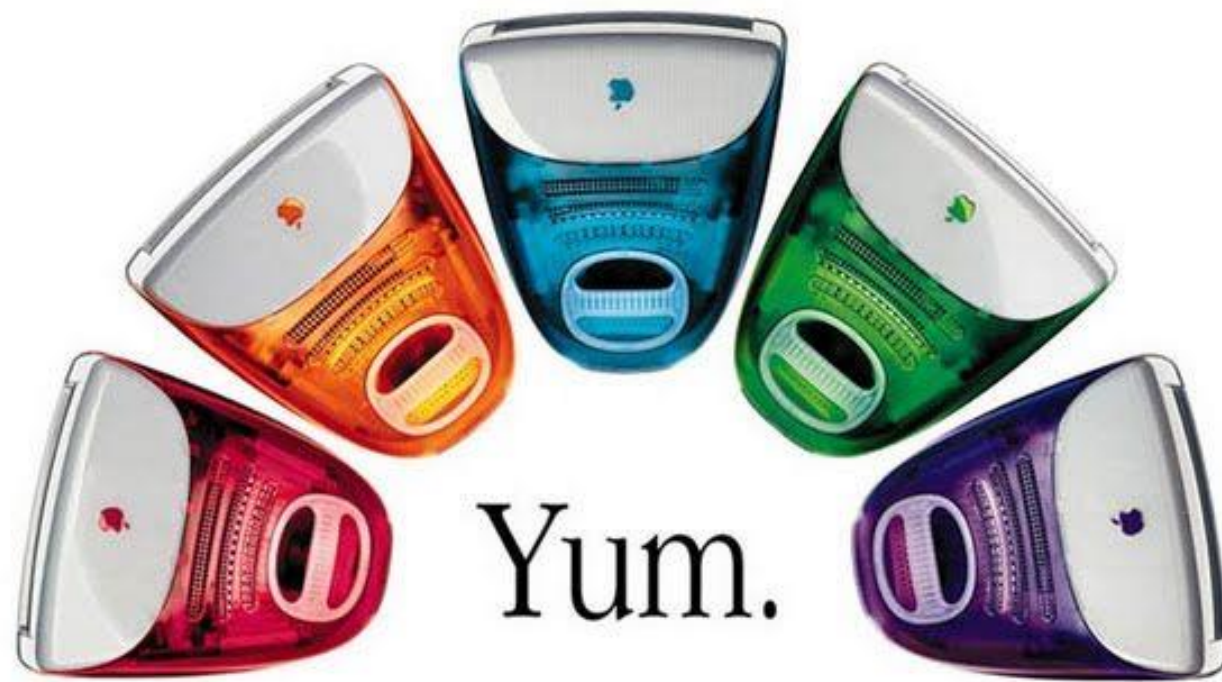
CANDY >>> **COMPUTERS**

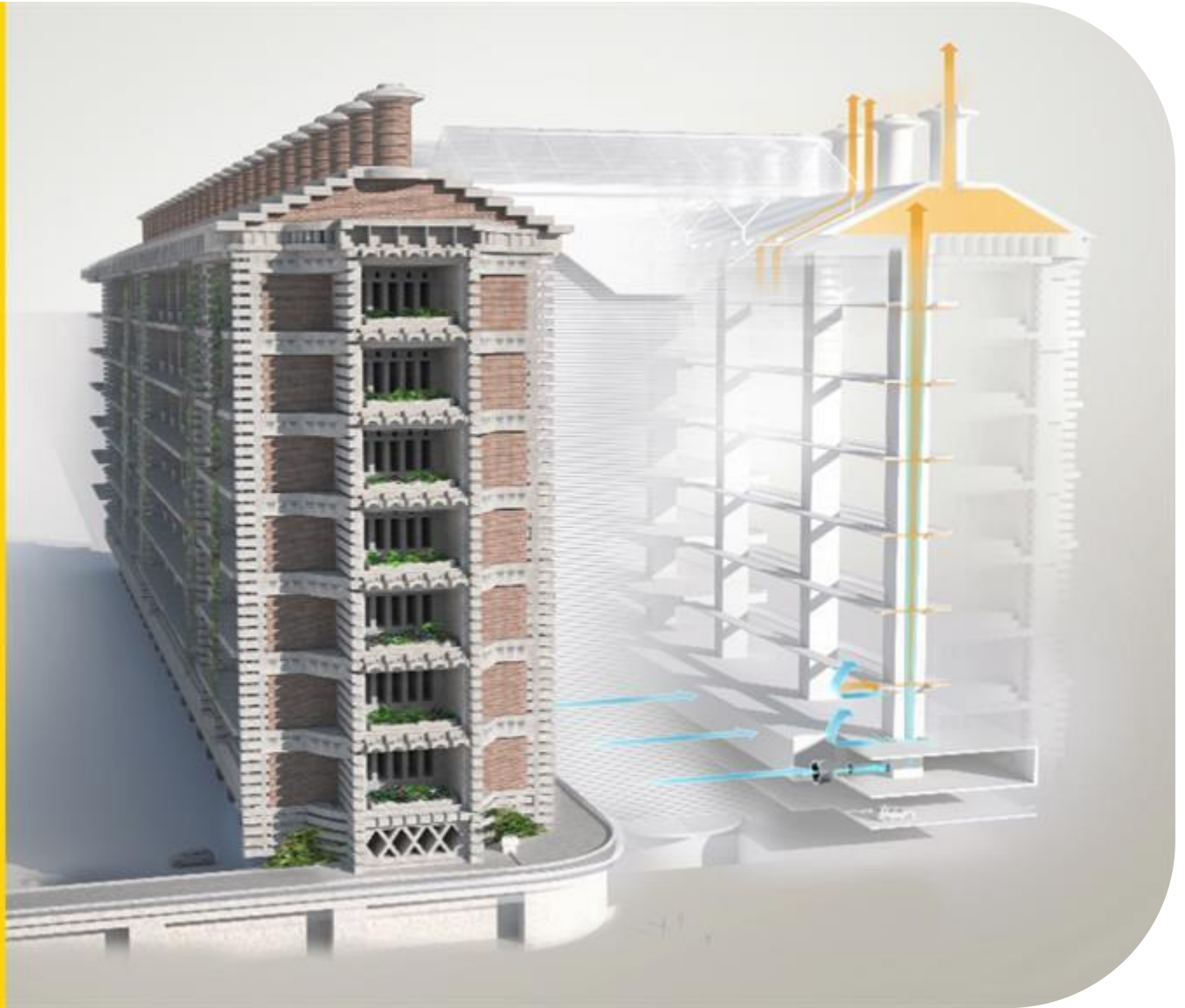
TERMITES >>> **ARCHITECTURE**

ICE >>> **BED**

“Although chains of association have huge benefits, they also carry costs. They inhibit our ability to think broadly. We do not question assumptions as readily; we jump to conclusions faster and create barriers to alternate ways of thinking about a particular situation.”

~ Frans Johansson







Why is innovation so challenging?



Is expertise and logic
all we really need?



We are horrible at
predicting what will work!



Predictable paths
do not exist.



What do these have in common?



Mark Zuckerberg



Elon Musk



United Nations

Medici and the Renaissance



**“The key is diversity and inclusion creates
innovation and production.”
~ Frans Johansson**

How do we incorporate intersections?



Create diverse teams
to build and test



Look for opportunities
to change the rules



People who create change
try more than once

All innovators have several things in common:

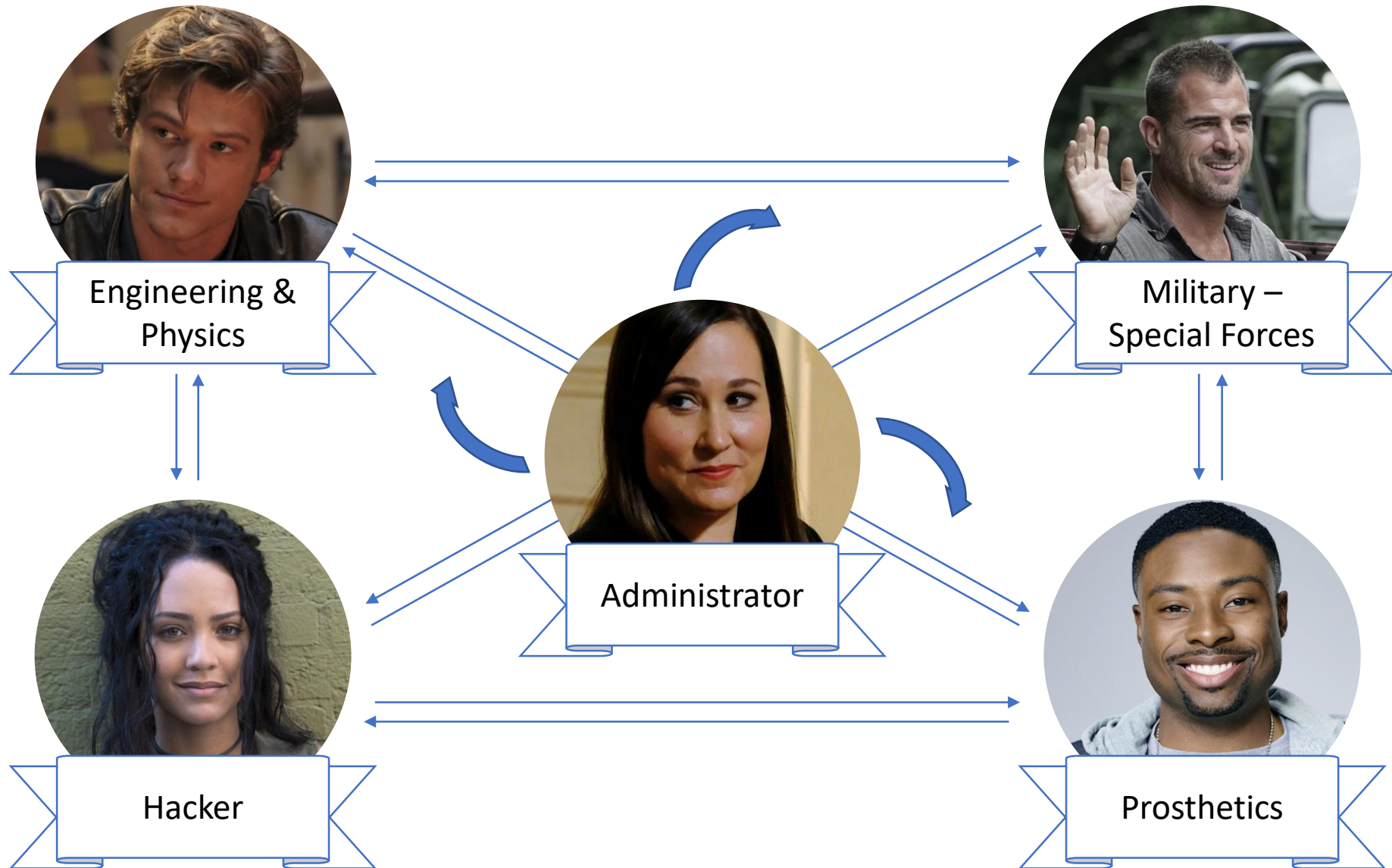
- 1. They fail a lot**
- 2. They are creative**
- 3. They never give up**



What can you do with...

Gas Mask!





Recap!

1. **Associative Barriers**
2. **Intersections**
3. **Innovators fail**

Resources:

- **Medici Effect (Book)**
- **Frans Johansson TEDx Talk**
- **TED Talks on Innovation**

**“There is no innovation or creativity
without failure. Period.”**

~ Brene Brown