

THE BREAKTHROUGH THINKERS TOOLKIT™

by Matt Follows

Matt Follows has been at the forefront of the creative industry since the early 1990's, and in this mind-expanding workshop he pulls no punches and ducks no questions when it comes to giving you and your team the tools, techniques and breakthrough thinking mindset you need to fully unlock and unleash the creative firepower within each of your skulls.

Unlike the plethora of other creative workshops out there, which are cobbled together by failed creatives who've never cracked a decent brief in their life, the content, concepts and tools you'll learn fuse 25 years of firsthand experience as a multi award-winning writer and creative director, with many thousands of hours of one-to-one sessions as a Sustainable High Performance Coach for creative leaders from London and Amsterdam to Sydney and New York.

This means that everything you'll take away from this practical workshop is battle proven to the extreme, and based on the step-by-step processes that the world's best breakthrough thinkers rely on on a daily basis.

When you attend this workshop you won't just know WHAT innovation is (and what that means for the success of your business), you'll know HOW, WHY, and WHERE you need to make changes to your processes, systems, environment and mindset in order to make breakthrough thinking business as usual.

This will be a hands-on, minds-wide-open, deep-dive into the science and practical application of innovation, and over the course of the session you'll learn things like:

- Why creativity is your last remaining competitive advantage—no matter what department you work in!
- How to find the RIGHT problem you need to solve, rather than waste time and money throwing valuable resources at every niggle in the building

- How to eliminate creative anxiety when faced with impossible obstacles, challenges, and briefs
- How to properly interrogate and torture test your biggest problems so that they turn into your greatest opportunities
- Why chasing brilliant answers is the slowest, dumbest, and most ineffective way to come up with novel, surprising, and original creative solutions
- How the greatest creative minds who ever lived asked the dumbest, stupidest, and most dangerous questions in order to guarantee a place in history
- Why the 1970's creative brainstorm is dead as a Dodo, and what 21st Century breakthrough thinkers do instead
- Why you need to become massively comfortable with being massively uncomfortable if you want to future-proof your business and career
- How to effectively evaluate the ideas of others so that you can confidently invest in the best ideas, rather than thrown time, money and your reputation down the drain developing the worst

In addition, you'll come out of the 1/2 day with:

- The courage and confidence to bake breakthrough thinking into the heads, hearts and hands of your people
- The practical tools and frameworks you need to put all of this good work into practice
- The clarity on what it means to have, and gift to others, "the freedom to experiment and the permission to fail."