



**COMMON GROUND
WEBINAR SERIES**

WHITE PAPER

COMMON GROUND WEBINAR SERIES

SEASON 2

KEY TAKEAWAYS



Common Ground Webinar Series

Theme: Fuel your creativity through divergent thinking

SEASON 2 | EPISODE 4

FEATURED SPEAKERS



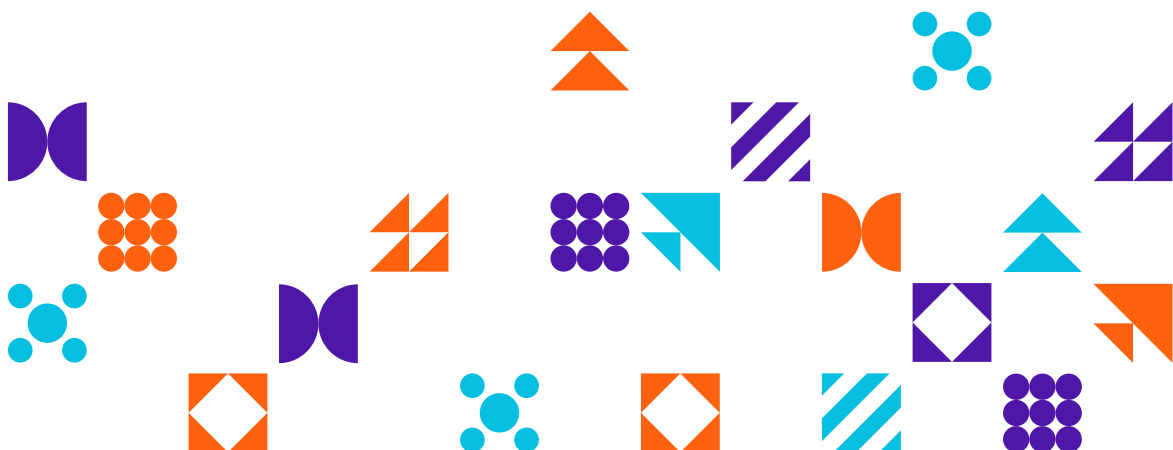
Neelacantan (Neel)

Founder,
Outthinc Consulting



Charusmitha Rao

Lead, Learning and
Development-APJ and India,
Akamai Technologies



Session: Learn to create many concepts from one idea or trigger



Neelacantan is the creator of 108% Indian, a divergent thinking toolkit, and is an advisor at Leadpro Simulations. He has over two decades of experience across talent development, innovation and organizational development. **Charusmitha Rao** has over 16 years of experience as a learning and talent development professional. She has won over 10 awards including HR40under40, Zinnov Next Gen Women Leaders and BrandonHall Gold for initiatives across talent development and building inclusive cultures.



Summary

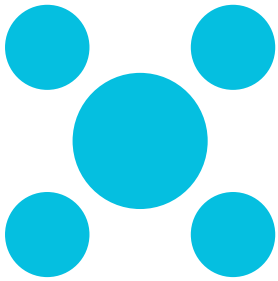
“Fuel your creativity through divergent thinking” was a motivational session, jointly conducted by Mr. Neelacantan and Ms. Rao. During the first segment, Mr. Neelacantan compared divergent thinking to a muscle; the more we think divergently, the more it will help grow our creativity. He shared the story of Malcolm McLean to demonstrate the power of divergent thinking.

McLean owned a truck company in the 1930s and wanted to earn more profits by inventing a way to make his trucks send goods in the fastest way possible. He began by questioning and breaking rules. Due to his divergent or out-of-the-box thinking, he revolutionized the way we transport things around the world today, that is in metal boxes.

In the next segment, Ms. Rao demonstrated divergent thinking through an activity. She asked project managers to select a question. She shared different images and asked them to guess what the pictures portrayed. The different responses to a single question shows that many ideas can be born from one trigger, which is the basis behind divergent thinking. She also explained various steps involved in this process such as identifying missed opportunities and the baggage we carry that can impact the ideation process.

The session showed that when we break the rules, we are able to think of different possibilities for one situation, thus coming out with creative solutions.





Key takeaways:

- Learn to create many concepts from one idea or trigger.
- Divergent thinking is like a muscle that grows as we practice it more.
- Learn all the rules and have the courage to break it when needed
- Abstract images can act as metaphors to unleash one's creative thinking, something words alone may not be able to achieve.
- Being curious is the most important thing in divergent thinking.
- Divergent thinking combines rigor and creativity to produce new ideas.
- Identify aspects like core values and the baggage you carry to lead to creative ideas through divergent thinking.

Divergent thinking is like a muscle that grows as we practice it more.

