



Innovating the Pandemic

Unlocking your creative MOJO.



Crisis creates breakthroughs

Will you see them?

This is no time for
Ease and Comfort.

It is time to
Dare and Endure.

~ Winston Churchill



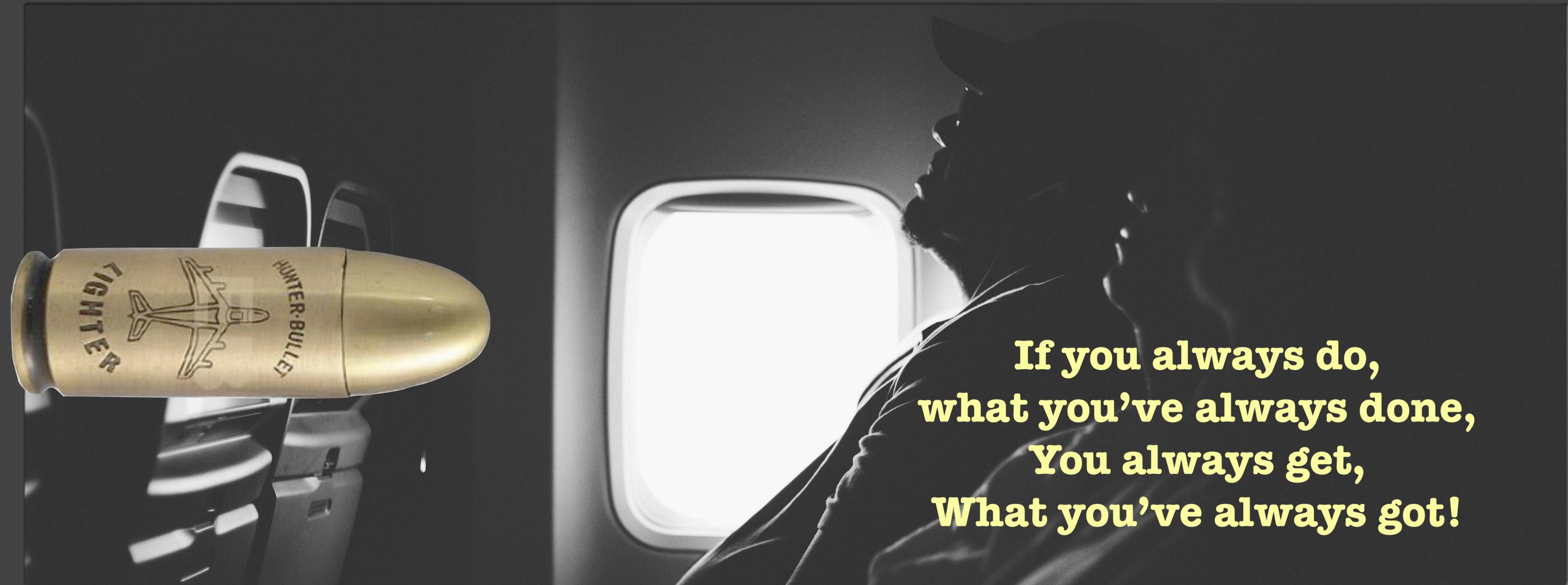
The Leadership of Thought

Unlocking your creative MOJO.



Why is it important?

Is it... if so.....why?



**If you always do,
what you've always done,
You always get,
What you've always got!**

Out there is an entrepreneur who is forging a bullet with your company's name on it.

You've got one option now- to shoot first. You've got to out innovate the innovators.

Creativity is oxygen for our souls.

**It's like oxygen,
we need it to breathe.**



The failure to move

See into the future, design ideas for future problems



A revolution starts with a clear vision of a world different than the one we live in today.

Simon Sinek



Why is it hard?



How sure are you it's a priority?

If everything is a priority, then nothing is a priority.

How important is it to you?

- Are you curious?
- Do you give yourself space to think?
- Can you just sit and think on a problem?
- Do you acknowledge it for yourself and others?
- Is there time in your calendar as a leader?
- Are you educating yourself to improve your ideas?
- Do you look to hear people thinking differently?
- What are you doing to grow your imagination?
- Is it a priority for you?
- Is it a stated and known value for your company?
- Are you prepared to take a risk?
- Will you speak up and challenge status quo?
- Is it a non negotiable in your day/week?



Priority

INTENTIONAL

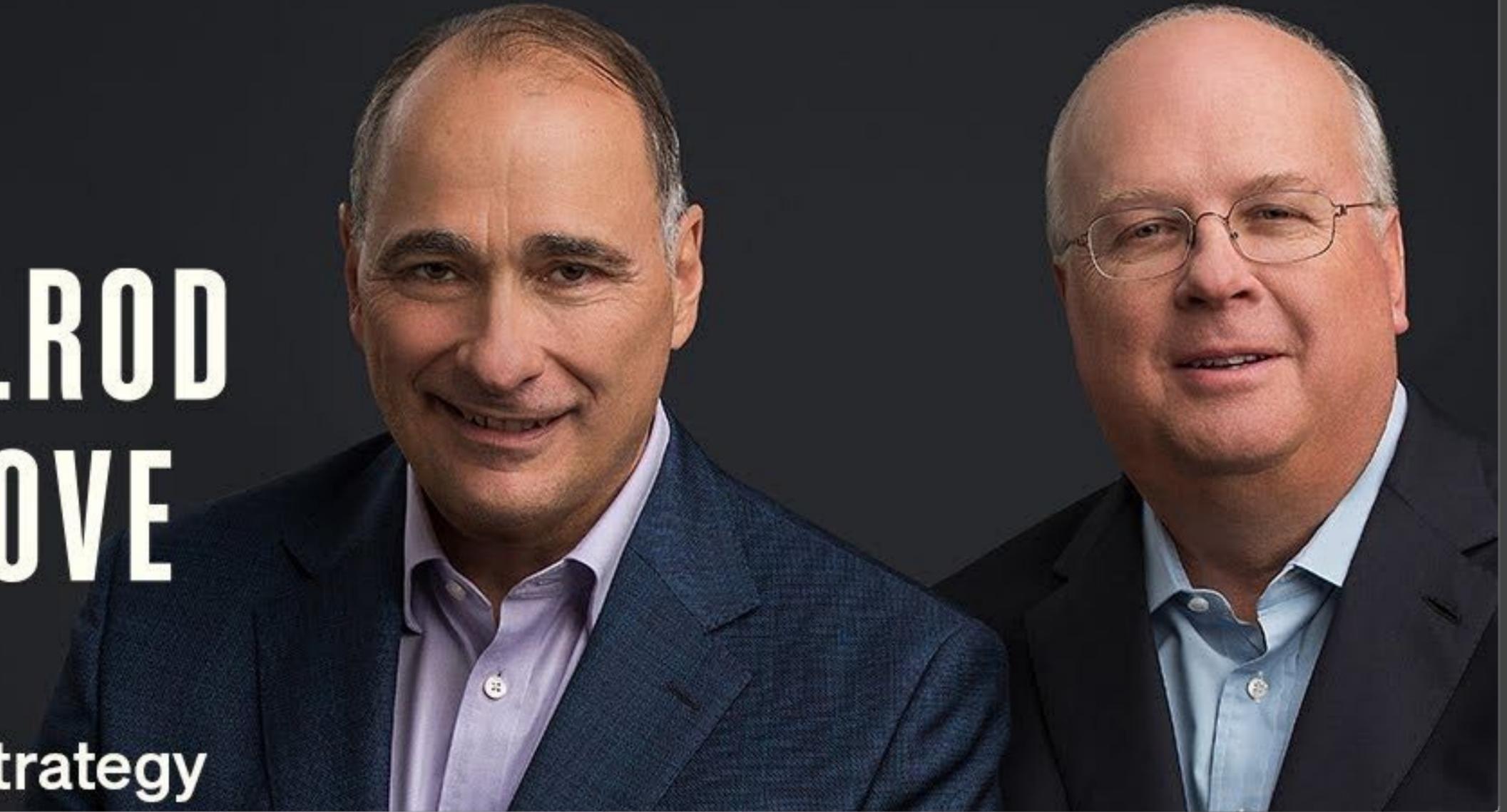
Values of your company?

In company narrative, beliefs, DNA?

MasterClass

**DAVID AXELROD
& KARL ROVE**

—
Teach Campaign Strategy

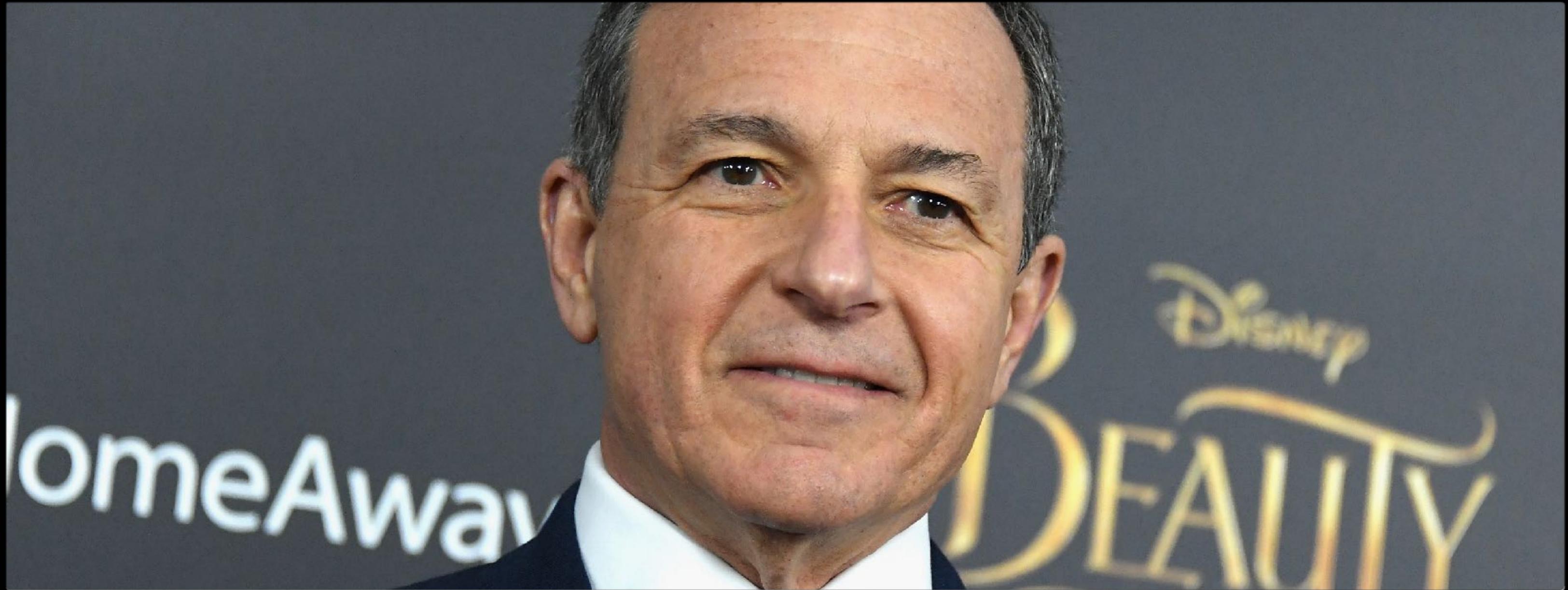


Run your campaign

Design your message, get buy in, stay the path with your message.



**Innovative brands you admire?
Name the brands who innovate.**



Be early

Think effectively and efficiently

NOT REACTIONAL



Be intentional

Where can you create with true intention?



**It's the leader we admire?
Leaders of the brands creates innovation.**



Have the courage to experiment

Many of us have been forced to experiment.



Starts with a problem?
Someone has to hear/see/feel the problem



What's the problem?

Write 3 problems a day?



Why do restaurants fail?



Firedoor.



Be intentional

Listen with the intent to hear not listen with the intent for your turn to talk



Victory comes from finding
opportunities in problems.

Sun Tzu

**Be intentional, find the
problem.**



Focus on the process

It's not focussing on the outcome.



People always ask us whether we take risks on purpose. But to us, we don't really take risks – we just keep trying new things.

Shinya Takahashi from Nintendo

**Winning
requires you to
be different.**

Tim Grover

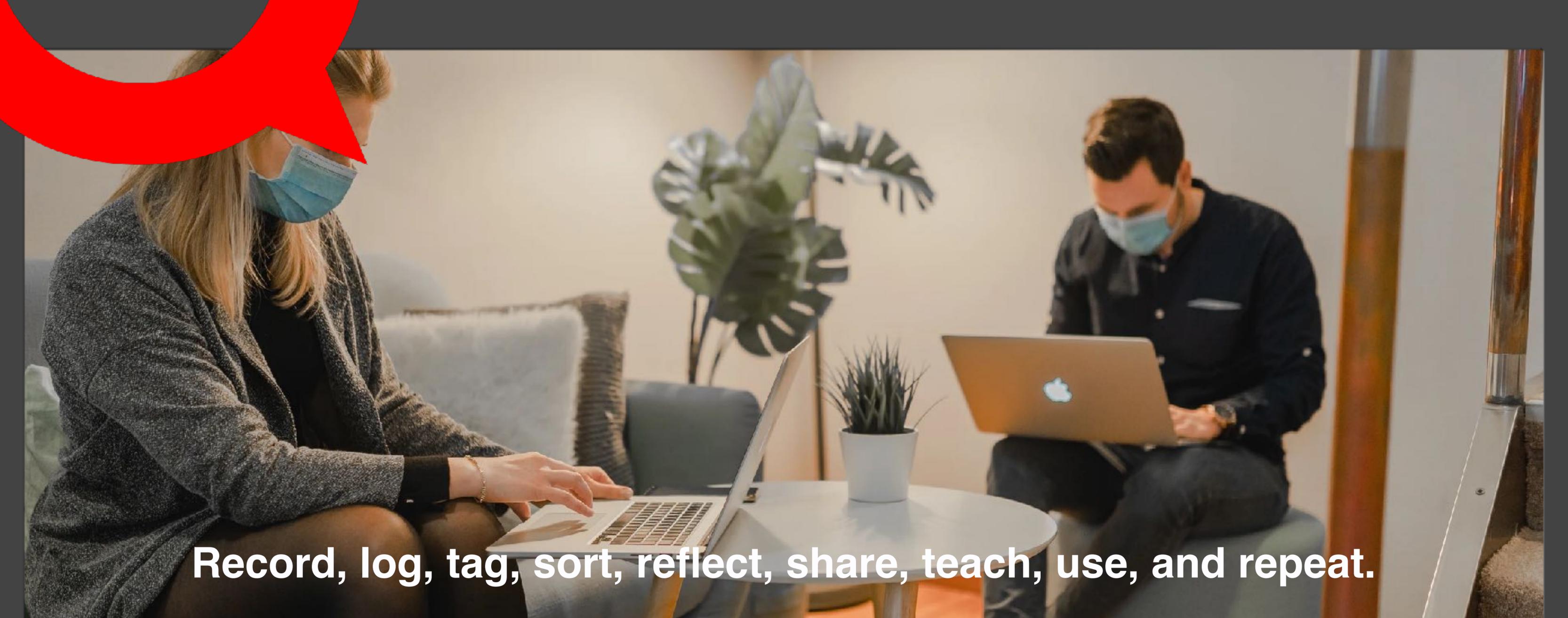


**Creative outputs need
creative inputs**



Read widely

The best problem solvers read widely

A woman with blonde hair, wearing a grey cardigan and a blue surgical mask, is sitting on a light blue sofa and working on a silver laptop. In the background, a man with dark hair, wearing a dark blue shirt and a blue surgical mask, is also sitting on a similar sofa, working on a silver laptop. The setting is a modern office or lounge area with a white coffee table in front of them, holding a small potted plant. A large green plant is visible in the background. A red circular graphic is partially visible in the top left corner.

Record, log, tag, sort, reflect, share, teach, use, and repeat.

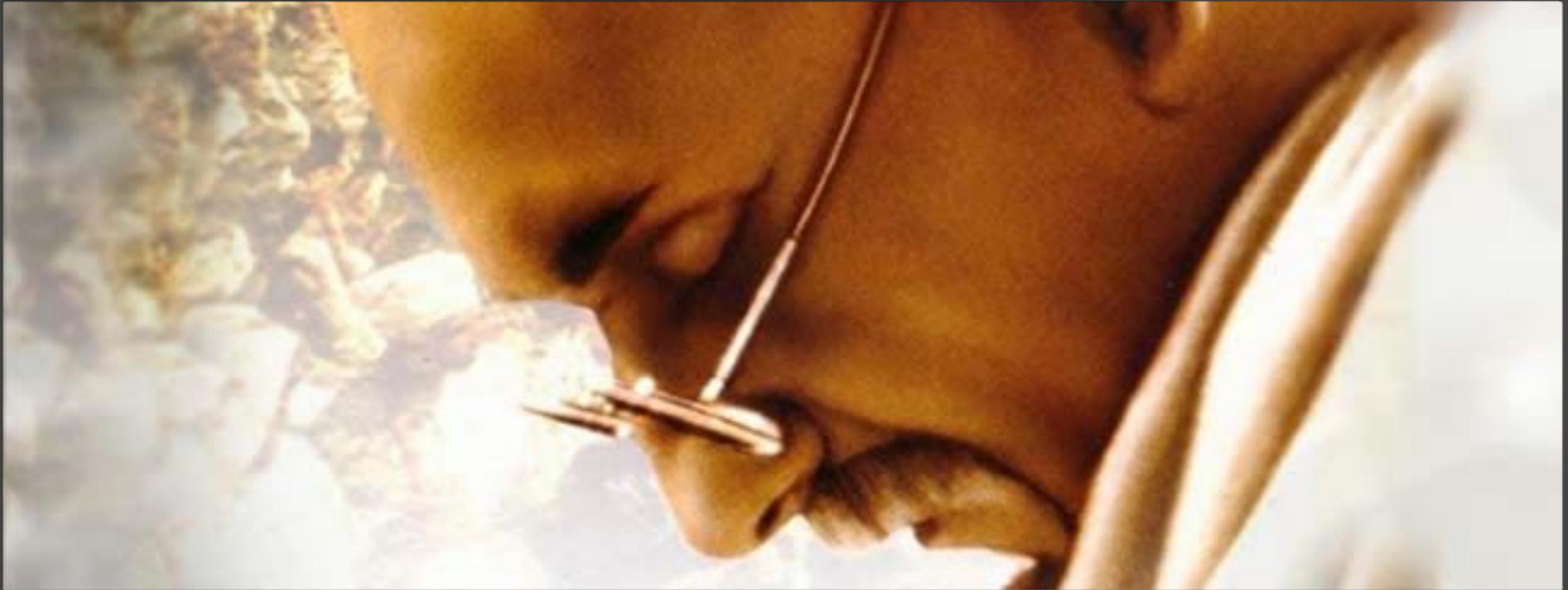
Distill, use, apply, share, teach.

Do you spend more time acquiring information—whether through podcasts, websites, or conversation—than you spend distilling what you already know?



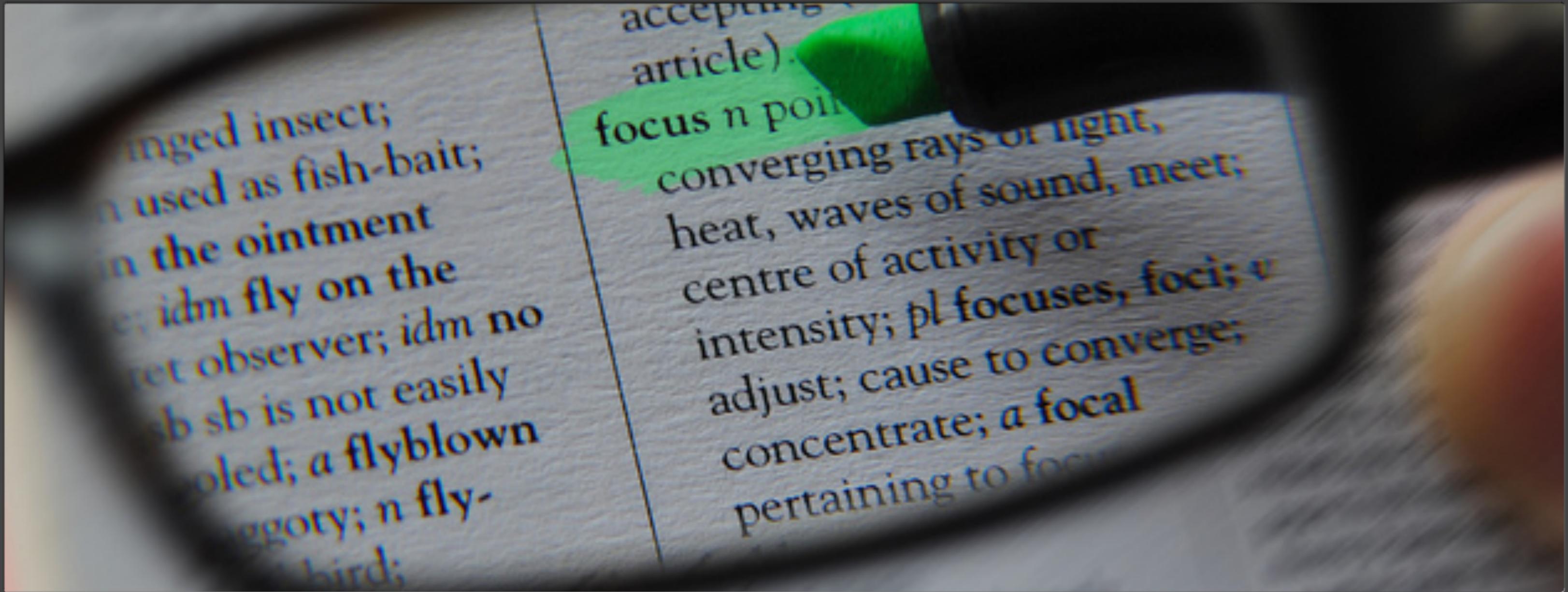
Learn to Look

OBSERVE ...ORIENT ...DECISION ...ACTION



Your currency

Stillness and Silence - Ben Kingsley



Focus is the new IQ



1. silence

**2. The dots to join
(learning)**

The Ah ha moments.

ideas
associations
concepts
starters
pondering
observations



**SILENCE
PLEASE**

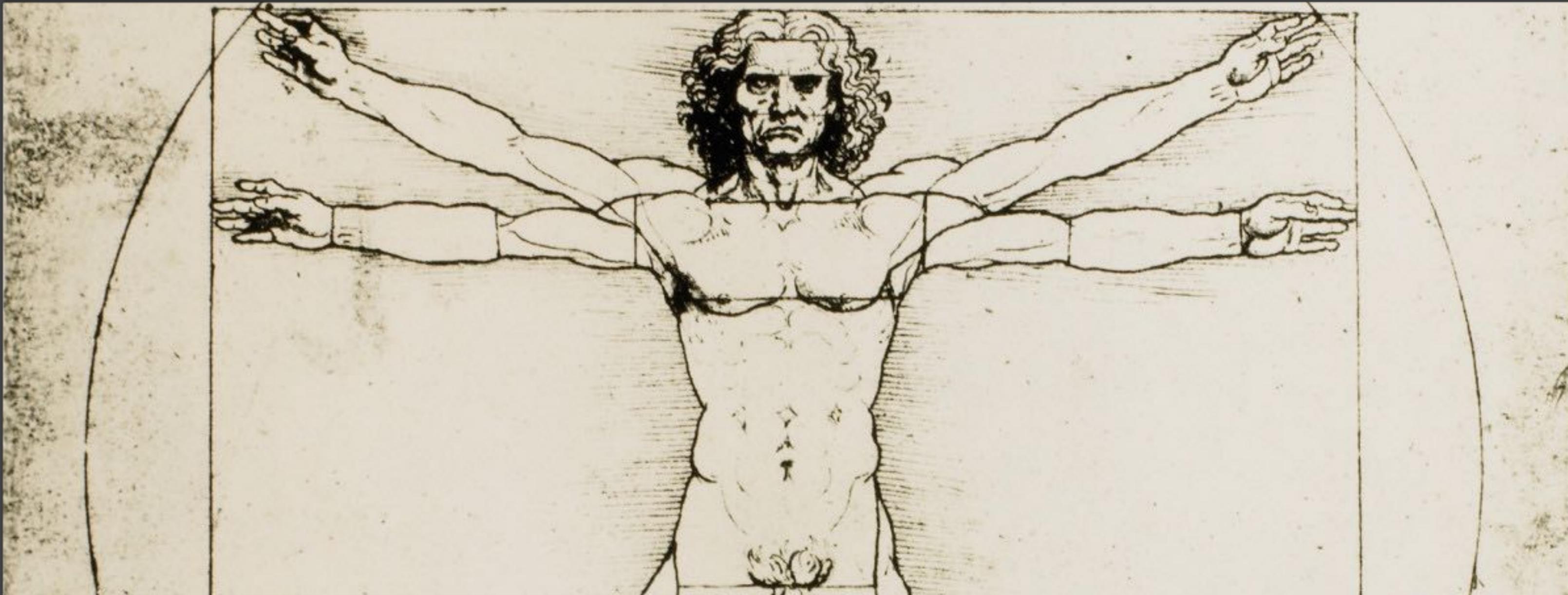
Where do you get to sit and think?

Think really hard about the future, your future!



Finger off trigger

Situational awareness - strategy!!!



The busy mind

there is no room for creativity



Your first instinct?

Think through it.

Every good strategist has to think through all the possible permutations.

THE MOJO SESSIONS



AVAILABLE ON:



 Interesting conversations, interesting people

My best picks



Books

Chasing Daylight by Eugene O'Kelly
5 Regrets of the Dying by Bronnie Ware
The One Thing by Gary Keller
The Life Changing Magic of Tidying Up - Marie Kondo
The Art of Learning by Josh Waitzkin
Ten Minute Toughness by Jason Selk
Checklist Manifesto by Atul Gawande
Busy by Tony Crabbe
Die Empty by Todd Henry
Deep Work by Cal Newport
The Start Up of You by Reid Hoffman
The Curious Mind by Brian Grazer
Elon Musk by Ashlee Vance
Tools of Titans Tim Ferriss
The airbnb story by Leigh Gallagher
The War of Art Steven Pressfield
Moonwalking with Einstein by Josh Foer
Legacy by James Kerr
No! The Power of Disagreement by Charlan Nemeth
Can't Hurt Me by David Goggins
Alter Ego by Todd Herman
An Everyone Culture DDO by Robert Kegan.
How to be Better at Almost Everything by Pat Flynn.

garybertwistle.com/resources

Podcasts

Tim Ferriss
James Altucher
The Joe Rogan Experience
The Jocko Podcast with Jocko Willinks
The Rich Roll podcast
Finding Mastery Michael Gervias
The Learning Leader Show
The Jordon Harbinger Show



Books

Team of Teams by Stan McCrystal

Never Quit by Kyle Maynard

Atomic Habits by James Clear

Do a Day by Bryan Falchuk

Powerful by Patty McCord

The Biggest Bluff by Martin Konnikova

Extreme Ownership by Jocko and Leif Babin

The Infinite Game by Simon Sinek

Nine Lies about Work by Marcus Buckingham

Turn the Ship Around by David Marquet

Black Box Thinking Matthew Syed

No Rules Rules by Reed Hastings

Greenlights by Matthew McConaughey

Go Right by Logan Gelbrich

Lost Connections Johann Hari

Doco's

Inside Bills Brain - Bill Gates

The Perfect 10 - Dan Carter

The Last Dance - Chicago Bulls

Garth Brooks The Road I'm On

The Game Changers

The Chefs Table



My best picks

SPIRIT PASSION ZEST VITALITY ZING ENERGY SPARK

BE CURIOUS, ASK QUESTIONS * WALK, WANDER, MOVE, LOOK UP

CHOOSE LIVING REAL FOOD

DREAM REMOVE YOUR OWN

of what you want **CEILINGS**

LEND A HAND TO **HELP** SOMEONE ELSE

Dream Create Plan Discover

DO SOMETHING FOR THE FIRST TIME

Do One Thing Today to Take You Towards Your Dream

GET A GOOD NIGHT'S FIND A NEW

SLEEP HOBBY

Visualise - If You Can Dream It, You Can Do It

*** Control the Controllables ***

DEVELOP
DAILY
RITUALS

**READ LISTEN
WATCH LEARN**

DRINK
GOOD
COFFEE

LOOK AND SEE WHAT'S REALLY THERE TO BE SEEN

MOJO

**DON'T
SETTLE FOR
MEDIOCRITY**

www.garybertwistle.com



LinkedIn

THE
MOJO
SESSIONS

ALL RIGHTS RESERVED
COPYRIGHTED
ALL RIGHTS RESERVED

garybertwistle.com/CoraggioBne

Password: mojo1



Empowered to Think

Unlocking your creative MOJO.

To contact Gary

email: gary@garybertwistle.com

- To arrange for Gary to speak to your team or at your next conference
- To have Gary do a Virtual Keynote via Zoom for your team
- To work one to one with Gary on your strategy, brand, personal mojo