



AMY BLANKSON

CONSCIOUS INNOVATION

LEVERAGING MINDSET TO THRIVE IN DISRUPTION

CATEGORIES: Innovation, Creativity

In the midst of disruption, a positive mindset is crucial for agile and transformative leadership. Research shows that although the brain receives 11 million bits of information every second, it can only process 40 bits, which means that our ability to "see" opportunity and connect resources depends on our mindfulness in the moment, particularly in times of stress. Individuals who are able to leverage positivity have been linked with 3x more creativity, 40% more productivity, and 23% less symptoms of fatigue. In this talk, Amy will teach audiences how to use appreciative inquiry to rethink stress, reframe circumstances, and retrain their brains to prioritize information in real-time.

LEARNING OBJECTIVES:

- Understand the brain science behind innovation
- Learn how perception of circumstances shapes outcomes
- Utilize appreciative inquiry to see new opportunities and decrease stress
- Embrace upscaling and collaboration to accelerate growth

BEST AUDIENCES:

Business Owners, Entrepreneurs, Marketing, Technology, Civic/Government, Education, Nonprofits