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Keynote Speaker - Monday 15 June, 2009

Sir Ken Robinson

Keynote 1: Beyond the creatives: managing your talent in a time of uncertainty

Notes:

“Only head work” – old industrial economy ► new economy

- many ideas still belong in previous age
- work hard, do well, go to college = job for life
- get a degree = get a job!

Global crisis in human resources, is big, as severe as climate- most people have no idea of what their real talents are

- work with no sense of real engagement or fulfillment
- or people who work from authentic self, fulfilled, in their element

“We should aim to live lives that resonate with our personal purpose” – personal

- social
- economic, this is not a transition from steady state to steady state with turmoil in the middle

Therefore, THINK DIFFERENTLY

(Al Gore – “Inconvenient Truth”)

How do you make innovation systematic? A habit? A routine?

Power of imagination – bring into consciousness things that aren't present; the one thing that distinguishes us as a species; and the fundamental thing that has to be considered in HR

Need to challenge what we take for granted, but we don't know what we take for granted..

Creativity – putting your imagination to work: you have to do something – applied imagination

- the process of having original ideas that have value; process; fresh thinking; value;
- innovation – putting good ideas into practice – only happens where creative conditions available ► people in HR – HR has to reposition itself

Over 25's wear a watch – under 25's rarely wear a watch – time is everywhere! Phones etc! Digital world.. Watches become common sense ► common sense is the tyranny of innovation..

Being in your element ► something that you have a natural capacity for ► natural aptitude ► being good is not enough, you need to love it.. “I'd love to do that”.. No you wouldn't – If you loved it you would be doing it!



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Conference Notes

If you invest in your passion and talents your life forms to evolve around them

- ▶ Steered away from passions because of education structures
- ▶ People removed from their natural talents – a great deal of what they have to offer is locked away
- ▶ Eva Lawrence (pool player) "I don't know whether I've been there for 20 minutes or 4 hours"
 - move into a different time zone

Aptitude – Passion - Conditions

- ▶ scale 1-10 straw pole: creativity (av. 6-7), intelligence (av. 6-7) – majority gave different marks
- marked down for creativity, higher for intelligence

grown up in culture with misconceptions about creativity –

1. special people – that you have to be special – you don't!!
2. special things – you can be creative at anything – processes, products, systems

Apple – products
Walmart – process systems
Starbucks – coffee culture

3. "nothing much you can do about it" – not true!

There is a fundamental sense that people disregard – told we have 5 senses, place 6th, balance and kinesthesia "air sense"

"Divergent thinkers" – making different connections, different thinking, options, take a different take on question ▶ redefining "genius".

3-5 year olds = 98% ↓ Longitudinal study – 10 year study ▶ they've become educated

8-10 year olds = 32%

13-15 year olds = 10%

28+ year olds = 2%

If you want a creative organization encourage everything

Born with creativity but not cultivated

We suppress the capacity

Some have discovered their creative talents, others haven't – everyone has to be involved!

Books: The Element and Out of Our Minds, Ken Robinson

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