

inflexion point

Beyond commonsense



Creativity and Innovation



Dr. Pavan Soni

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About Dr. Pavan Soni

- PhD from [IIM Bangalore](#) (Corporate Strategy & Policy)
- Former [Innovation Evangelist](#) at Wipro (6 years)
- Delivered Distinguished Lecture on Innovation Culture at [ISRO](#)
- Adjunct Faculty at [ISB Hyderabad](#), [IIM Lucknow](#), and [IIM Bangalore](#).
- Only Indian to be shortlisted for the [Financial Times and McKinsey Business Book of the Year Award- 2016](#)
- Bachelor of Engineering- [MBM Engineering College Jodhpur \(Branch Topper\)](#) and PGDIE- [NITIE Mumbai](#)
- Consulted with 20 of [Fortune 500](#) companies
- Columnist at [Entrepreneur India](#), [HT Mint](#), [Inc. 42](#), [Medium](#), [People Matters](#) and [YourStory](#)
- Five times [TEDx](#) speaker
- Coach at [NSRCEL of IIM Bangalore](#) and [Founder Institute](#)



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READING | WRITING | TEACHING | COACHING

Program
catalogue
(3-4- hours)

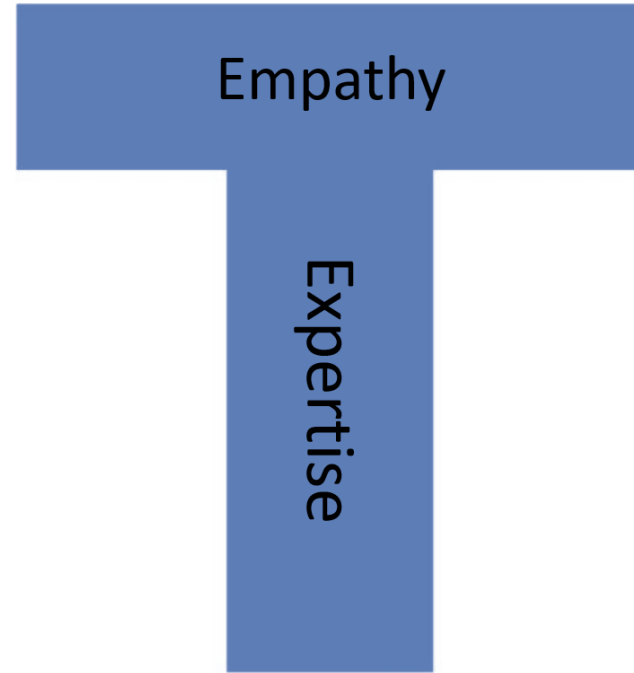
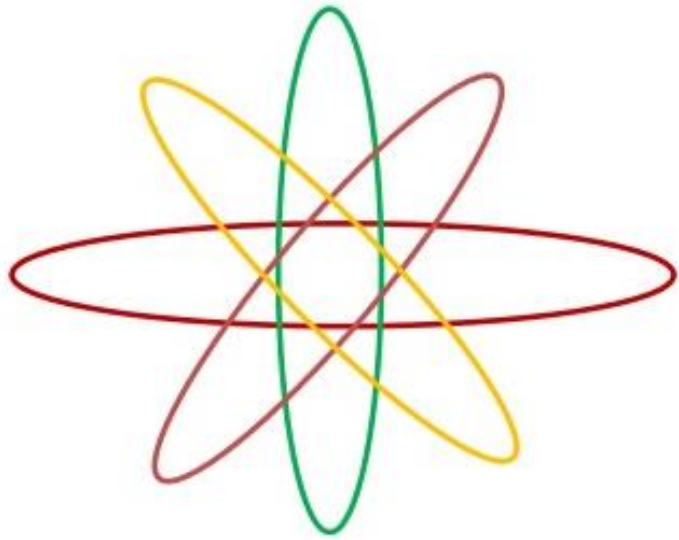
Anatomy and Psychology of Creativity

Fostering an Innovation Culture

A primer on Design Thinking

A primer on Strategic Acumen

Structured Problem Solving

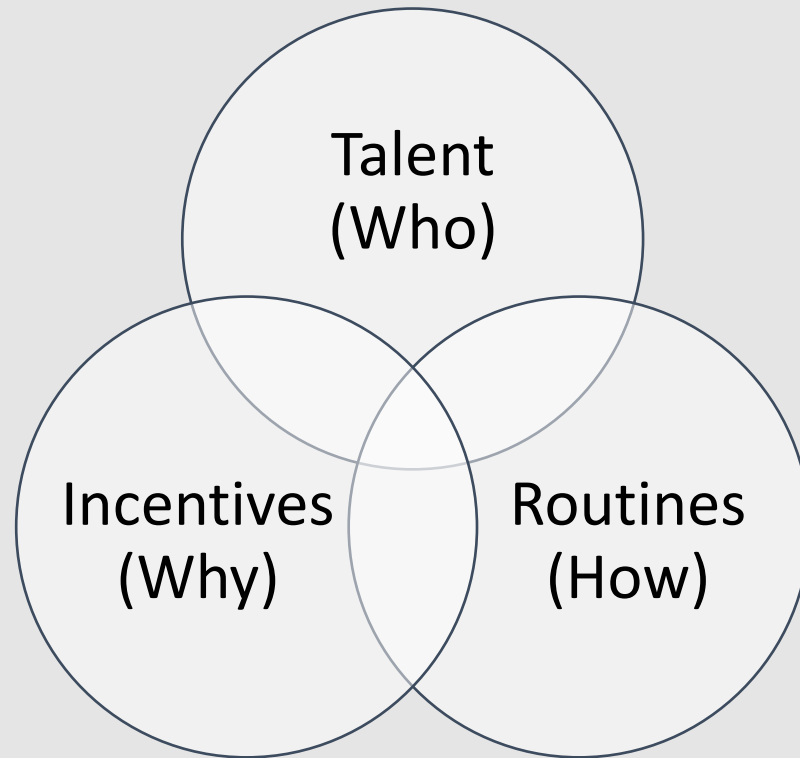


Key takeaways:

- What is the centre of creativity in our brain
- What happens to creativity with aging
- Why are some people more creative than others
- Seven habits of highly creative people
- Simple tips of enhancing everyday creativity

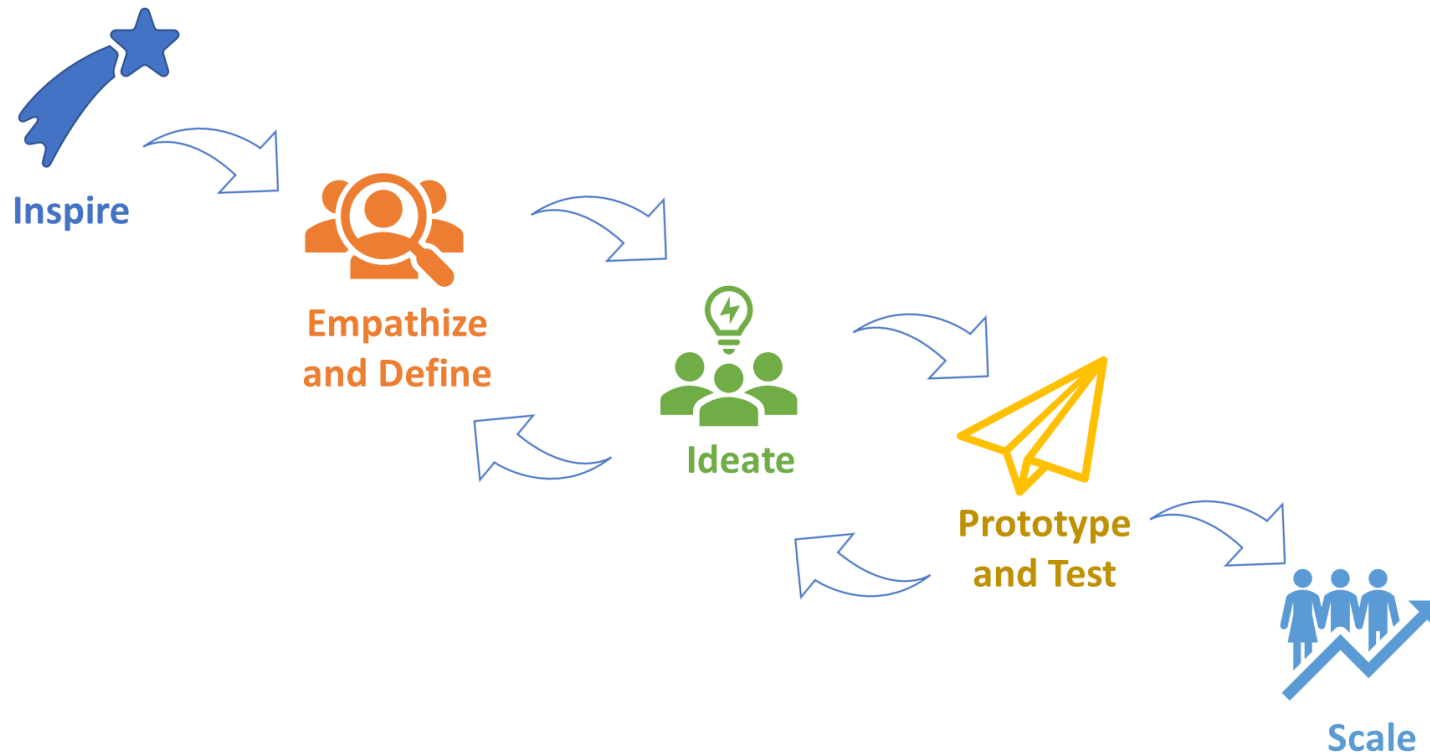
Anatomy and Psychology of Creativity

Fostering an Innovation Culture



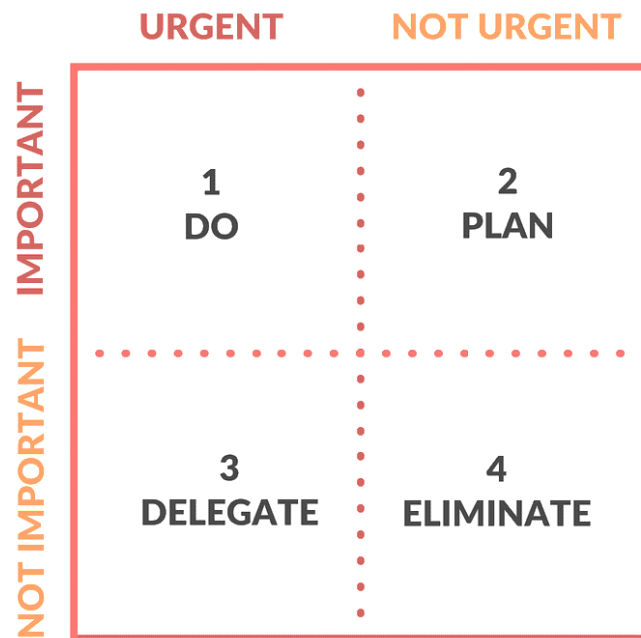
- Innovation versus creativity
- Innovation versus invention and R&D
- Practices at world's leading innovators
- Middle managers as innovation agents
- Hiring for innovation

A primer on Design Thinking



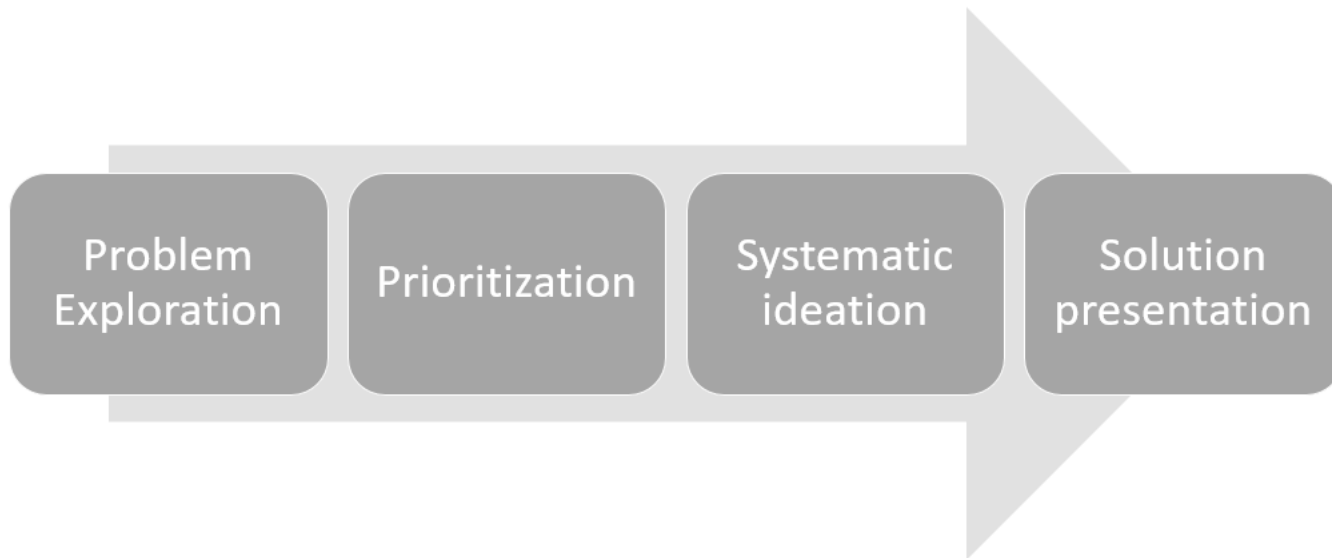
- What is design thinking?
- Why design thinking now?
- Design thinking methodology
- Tenets of design thinking
- How to become a design thinker?

A primer on Strategic Acumen



- The mind of a strategist
- How to balance strategy with day-to-day operations
- Tools for external and internal analysis
- Levels and horizons of strategy
- From strategy to execution

Tools for Creative Problem Solving



- Thinking compartments of creativity
- Means of problem discovery and definition
- Techniques of generating high-quality ideas
- Idea validation
- Converting ideas into a winning business proposition

Relevant publications



- [Why our love for jugaad can backfire](#) (Mar '20)
- [For innovation, cut your team some slack](#) (Mar '20)
- [Creativity calls for a deep heart, clear head and thick skin](#) (Oct '19)



- [Five counter intuitive people practices from world's leading innovators](#) (Feb '20)
- [Effective leaders don't innovate, they protect those who do](#) (Apr '19)
- [To innovate, get physical](#) (Aug '18)



- [Startup lessons from COVID-19](#) (Apr '20)
- [Five cognitive biases entrepreneurs must avoid](#) (Dec '19)
- [Be the customer you want to serve](#) (Apr '19)
- [How leaders shape an innovation culture](#) (Apr '18)



- [The dark side of hackathons](#) (Apr '20)
- [Most defining feature of entrepreneurship is not risk taking](#) (Feb '20)
- [Co-founder model: De-risking strategy](#) (Dec '17)



- [Seven Habits of Highly Creative People](#) (Jan '18)
- [On innovation and institutions](#) (March '16)
- [On Creativity](#) (April '12)
- [On innovation: Mind to Market](#) (Feb '10)

Impact cases

