

IGNITE THE MIND

20 | 30 | 45 | 60 Minute Keynote

Why “being” creative isn’t enough to unlock innovation and creative problem solving at work!

The future of work *isn’t* being shaped by efficiency alone, it’s being shaped by how well *we think*.

According to the World Economic Forum, 5 of the Top 10 most critical skills for success today include:

1. Creative Thinking
2. Analytical Thinking
3. Curiosity & Lifelong Learning
4. Resilience, Flexibility & Agility
5. Complex Problem Solving

The Challenge

79% of people say they *are* creative

But only 29% feel expected to think of new ways at work

And 79% feel pressure to be “visibly” productive

Creativity is a process.

And it’s a tool that anyone can use - *if* they know how.

Sean’s **C₃REATIVITY** Formula breaks it down into three simple, powerful actions:

Curiosity → See more. Ask better questions.

Courage → *Share* bold ideas (even the “crazy” ones).

Commitment → *Use* consistently, not occasionally.

When individuals and teams apply these three behaviors together, they don’t just generate ideas...

...**They create momentum, build culture and results.**

The
C₃REATIVITY
Formula



WHY SEAN BROWN

Sean isn't teaching theory—he's been doing this for decades.

- **24+ years** of creative problem solving experience with **The Walt Disney Company** leading marketing strategy and innovation
- **Facilitator** of brainstorm sessions with organizations and partners including Disney, The Nature Conservancy, Goodyear, HP, CVS, Manhattan Mini Storage (Edison Properties), Denver Water Authority and more
- **Creator** of new business concepts, brand transformations, PR and promotional events and growth strategies across multiple industries
- **Founder of Ignite The Mind**, leading organizations to unlock creativity through design thinking and facilitated brainstorms

Sean's built a career on finding and creating bold ideas that deliver results



PARTICIPANTS WILL GAIN

1. Direction on how to access more, and better, inspiration that drives new thinking
2. Understanding the business value behind creativity as an organizational investment
3. Tools to immediately drive the creative process with peers and teams

SEAN'S KEYNOTE IS

- High-energy and interactive
- Story-driven with real examples - not theory
- thought-provoking and immediately practical
- Designed to **spark action and energy**

PERFECT FOR

- Leadership meetings & offsites
- Corporate innovation initiatives
- Conferences & associations
- Teams needing new thinking

LET'S IGNITE SOMETHING

Sean Brown
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