

Sample Session

INNOVATION CREATIVITY: Thinking and Making with History's Greatest Minds

Where can business people today turn for inspiring ideas from some of the most influential models of the past? How can a corporation create a “culture” that fosters original thinking? How are elements usually not associated with idea generation – failure, false starts, courage – actually essential components to a robust workplace culture that prizes innovation? Finally, why is “crisis” so often linked to creativity in both the artistic and business worlds? In this presentation, we will explore these questions as we consider creative minds including Dante, Leonardo, John Milton, Mark Twain, and Marie Curie, and tie their thought processes and models for idea generation to leading business minds from Steve Jobs to Jack Bogle.

Core readings:

1. Leonardo Da Vinci, “To Do List” (c. 1490)

<http://www.openculture.com/2018/07/leonardo-da-vincis-list-circa-1490.html>

[1 page of text/3 minutes]

2. John Milton, “When I Consider How My Light Is Spent” (1667)

<https://www.poetryfoundation.org/poems/44750/sonnet-19-when-i-consider-how-my-light-is-spent>

[1 page/5 minutes]

3. Benjamin Franklin, “Daily Schedule” (from *The Autobiography of Benjamin Franklin*, 1790)

<https://curiosity.com/topics/benjamin-franklins-daily-schedule-for-productivity-was-rigorous-curiosity/>

[1 page/3 minutes]

4. Mark Twain to Helen Keller, Letter “On the Myth of Originality” (1892)

<http://www.lettersofnote.com/2012/05/bulk-of-all-human-utterances-is.html>

[2 pages/10 minutes]

5. Albert Einstein to Marie Curie, Letter “Ignore the Haters” (1911)

<https://www.iflscience.com/physics/albert-einstein-told-marie-curie-ignore-haters/>

[1 page/3 minutes]

6. George Orwell, “Why I Write” (1946)

http://orwell.ru/library/essays/wiw/english/e_wiw

[5 page/20 minutes]

Additional readings:

1. James Joyce, *A Portrait of the Artist as a Young Man* (1916)

<https://www.gutenberg.org/files/4217/4217-h/4217-h.htm>

[330 pages]

2. Rainer Maria Rilke, *Letters to a Young Poet* (1929)
http://www.carrothers.com/rilke_main.htm
[50 pages/2 hours]
3. Pete Drucker, "The Discipline of Innovation" (2002)
<https://hbr.org/2002/08/the-discipline-of-innovation>
[14 pages/45 minutes]
4. John C. Bogle, "The Professor, the Student, and the Index Fund" (2007)
<http://johncbogle.com/wordpress/wp-content/uploads/2011/09/The-Professor-The-Student-and-the-Index-Fund-9-4-11.pdf>
[5 pages/10 minutes]
5. Tim Parks, *Medici Money: Banking, Metaphysics, and Art in Fifteenth-Century Florence* (Norton, 2006)
[288 pages]
6. Clayton Christensen, *The Innovator's Dilemma* (HarperBusiness, 2011)
[336 pages]
7. Stephen King, *On Writing* (Scribner, 2010)
[288 pages]
8. Samuel Bacharach, "Creativity Tips from 5 World-Famous Artists," *Inc.* (2013)
[2 pages/5 minutes]
<https://www.inc.com/samuel-bacharach/creativity-tips-from-five-world-famous-thinkers.html>