



CREATIVE THINKING: FOR TRANSFORMATIVE STRATEGIC PLANNING

How do we plan for innovation?
Can a strategic plan be a powerful, dynamic tool?
Is creative thinking compatible with planning?

Dr. André

Transformative strategic planning

Traditional strategic planning often focuses on efficiency, prediction, and control—but in today’s volatile world, those tools alone are not enough. In this dynamic session, Dr. André Walton introduces a new model of Transformational Strategic Planning that integrates the science of creativity with the discipline of strategy.

Audiences will discover how creative thinking unlocks new neural pathways, enabling leaders to move beyond incremental adjustments and instead design bold, future-ready strategies. Dr. Walton draws on two decades of research in neuroscience, organizational psychology, and innovation to demonstrate how teams can reframe challenges, anticipate disruption, and build resilience in uncertainty.

Through engaging examples and practical exercises, participants learn how to balance analytical rigor with intuitive insight, transforming planning sessions into catalysts for innovation. This talk equips leaders with tools to align vision, empower teams, and build organizations where creativity drives sustainable success.

This Keynote, Breakout or Workshop topic comes with option of a Workbook, Innovation Assessment and eBook.

Key Takeaways

- **Unlock Creative Pathways for Strategy**
Combine analytical thinking with creative insight to design strategies that spark transformation and move beyond incremental growth.
- **Transform Planning into Innovation**
Gain practical tools to shift strategic planning from static forecasting into a dynamic, innovation-driven experience that aligns vision and energizes teams.
- **Engage Teams in the Process**
Learn facilitation methods that invite diverse voices and ideas, ensuring your strategy is co-created, owned by all, and implemented with enthusiasm.
- **Align Strategy with Human Potential**
See how weaving creativity and emotional intelligence into planning unlock better ideas, and stronger teams.

**“By failing to plan you are
unwittingly planning to fail”**

Inventor of **Dr. André Walton**