



CREATING INNOVATIVE SPACES

What influences how creative we are?
Is team work good for creativity?
How does stress impact innovation?

Dr André

Creating Innovative Spaces

In today's turbulent world, creativity is no longer a luxury, it's an imperative for leaders and as a core value for organizations. In this compelling talk, Dr. André Walton explores how organizations move beyond lip service or a brainstorming session and embed creativity as a core part of their culture.

Drawing on over two decades of research in organizational creativity and the neuroscience of innovation, Dr. Walton shares actionable strategies for designing environments that attract and retain creative minds, foster psychological safety, and unlock breakthrough thinking across all levels of an organization. For organizations to become truly innovative, they must be supportive of new idea generation and accepting of failure.

This talk is ideal for leaders, educators, and organizations ready to future-proof their culture by making creativity not just a tool but a defining principle of how they operate and grow utilizing the full creative potential of employees.

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

Key Takeaways

- **Creativity is a Core Value, Not a Side Project**
Leaders must move beyond brainstorming sessions and slogans. To thrive in today's turbulent world, organizations need to embed creativity into their culture.
- **Environments Shape Innovation**
Physical and psychological spaces matter. Organizations that reject fear of failure and foster openness and support for experimentation attract and retain creative minds.
- **Stress Blocks, Safety Unlocks**
Neural research shows that supportive, failure-tolerant cultures enable risk-taking, exploration, and originality.
- **Collaboration Fuels or Stifles Creativity. Your Choice!**
Teamwork can promote creativity through the generation of diverse perspectives. But it must be structured to encourage idea-sharing rather than conformity or hierarchy.

“Powerful and inspiring. A unique and valuable way to view creativity and innovation”

Sir Tim Berners-Lee
Inventor of the World Wide Web