

Maintaining Curiosity to Drive Innovation

How to maintain a curious mindset



Festival of Business Analysis



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Curiosity

Want to know

“A strong desire to know or learn something”

Oxford Languages

“Interest leading to inquiry”

Merriam Webster

“An eager wish to know or learn about something”

Cambridge Dictionary



Mindset

Attitude – way of thinking

“The established set of attitudes held by someone”
Oxford Languages

“A person's way of thinking and their opinions”
Cambridge Dictionary

“A mental attitude, tendency, habit or inclination”
Merriam-Webster





What is the difference between creativity
and innovation?

What is the link?

Creativity



New

“The ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations; originality, progressiveness, or imagination”

dictionary.com

“The ability to produce or use original and usual ideas”

Cambridge Dictionary

Innovation



Implementation

“Something new or different introduced, the act of innovating, introduction of new things or methods”

dictionary.com

“The use / implementation of a new idea or method”

Cambridge Dictionary



Barriers

What are the barriers?

What gets in the way of being creative?

Barriers

Many...

Expectations

Habits

Perceptions

Distractions

Fear

Patterns

Judgements

Negativity

Time

Stress

Lack of curiosity

Create Space

Break the old



Creativity is what you **do**, not what you **are**



Break old ways of thinking
– see things differently



Let go of opinions and judgement
– silence the inner critic



Settle the mind to incubate



Use imagination



Break thinking habits

Cognitive Bias



Thinking error

“The way a person understands events, facts, and other people, which is based on their own particular set of beliefs and experiences and may not be reasonable or accurate”

Cambridge Dictionary

“A systematic pattern of deviation from norm or rationality in judgement. Individuals create their own ‘*subjective reality*’ from the perception of the input.”

wikipedia.org

Cognitive Bias



Cognitive Bias

10 Common

Confirmation

Confirm pre-existing ideas – reject anything to the contrary

Bandwagon

Copy / believe / do what everyone else does – herd mentality / groupthink

Framing

Decision making based on the way data is presented rather than facts

Hindsight

“I knew it all along” – after the event / outcome

Overconfidence

False sense of skill, talent, knowledge – excessive faith in self

Cognitive Bias

10 Common

Halo effect

Perception that another person's positive trait apply in all areas

Anchoring

Make decisions on first impressions – jump to conclusions

Self Serving

Positive outcomes based on skill / negative outcomes based on luck

Fundamental Attribution

Place blame on other people based on stereotypes or personality flaw

Dunning-Kruger

Incorrect estimation of competence / low skilled - over / high skilled - under



Reflect

What cognitive biases do you recognize in yourself?

Mindfulness



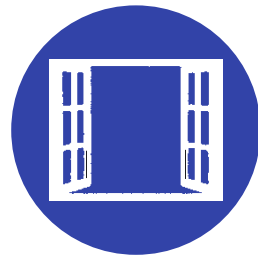
Awareness



Notice without reaction



Deliberate attention



Being open and present

Careful-ness



Questions

Types

Open

What? How? Explain? Describe? Why?

Closed

When? Where? Is..? Who..?

Clarification

Is it x or y? Could it be ... ?

Probing

Tell me more about

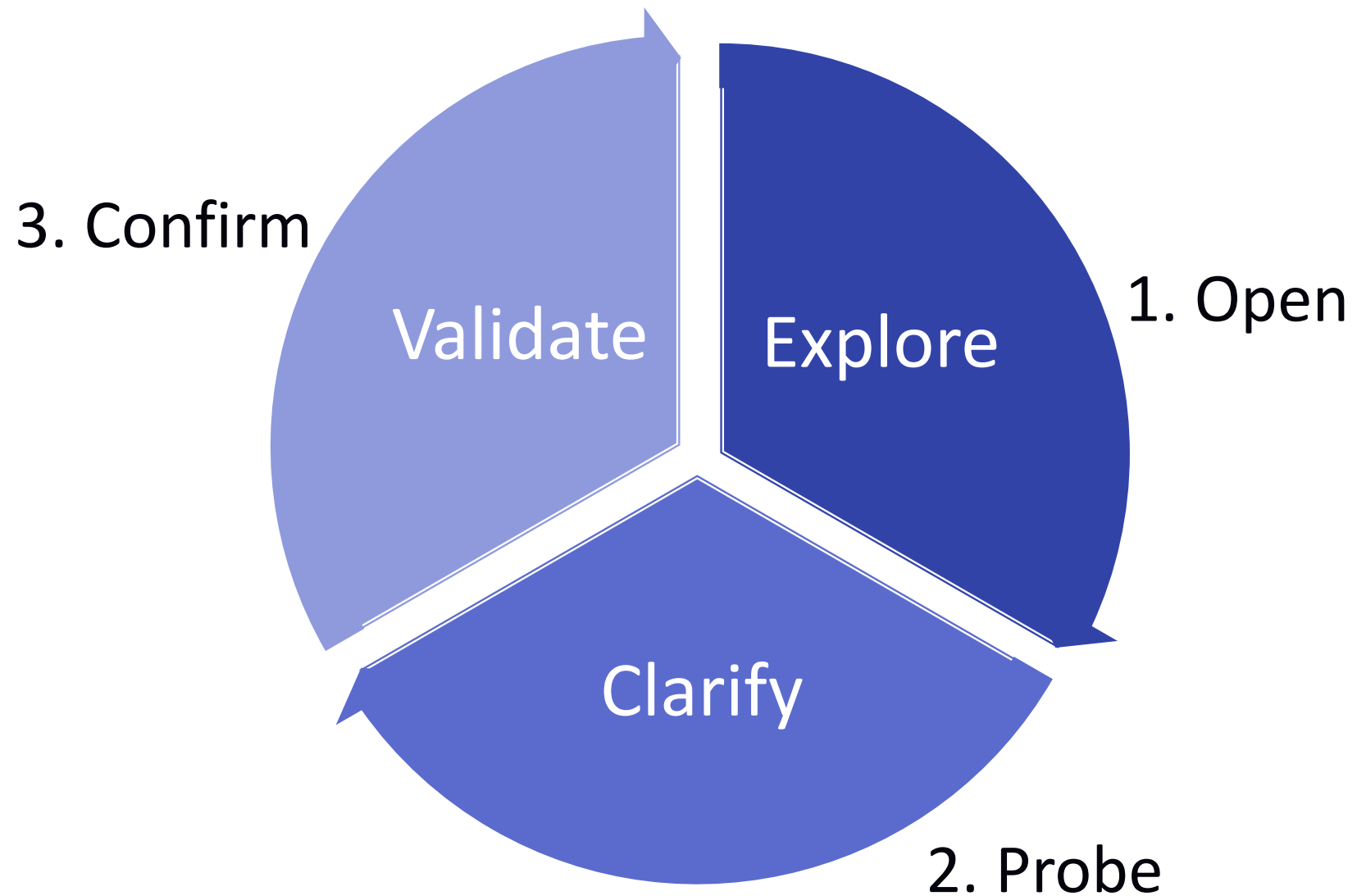
Confirmation

Is x right?

Questions



Question lifecycle





Mindfulness

Innovate

Be creative without barriers

Requirements

Empathy & insight

Workshops

Let go and be open

Interactions

Listen fully and be present



References

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BABOK (Guide to the Business Analysis Body of Knowledge)



Questions

THANK YOU

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mind at work

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