

MODULE 7

BILLBOARD INNOVATION



7

BILLBOARD INNOVATION

PREP PROMPT

What habit, practice, or place provides you with the most creative energy?

4 DIMENSIONS OF EMOTIONAL CREATIVITY

1. EFFECTIVENESS
2. NOVELTY
3. AUTHENTICITY
4. PREPARATION

CASCADE CHATS

I	II	III	IV
Culture	BSWH	Now	Legacy
What's the most innovative company in the world? Why?	What is one innovation BSWH has introduced to effect positive change in our world?	What big challenge does your team face that needs innovative, new approaches?	What problem(s) can you solve on behalf of the next generation of leaders in your organization?

OVERVIEW

L01: Describe the components of effective emotional creativity
L02: Employ techniques to promote greater creative persuasion

Engagement Strategy:
Reflect on experiences with interpersonal creativity. Relate those experiences to components of effective, emotional creativity. Understand the fundamental strategies for persuasion. Practice using the creative medium of songwriting to craft a creative, persuasive message.

Synch Matrix:

	Start	End	Activity	Facilitator Notes
	0:00	1:15	Main Intro	
A	1:15	3:30	"Examine" Exercise	Examine what techniques work for you to get "unstuck" when you're at what an author may call a "writers block".
	3:30	7:30	Instructor/Topic Intro	Introduction of Jokia Williams, and she talks about creativity in songwriting.
B	7:30	10:30	Emotional Creativity	Jokia explains what emotional creativity is and gives some techniques to promote it.
C	10:30	15:45	"Explore" Exercise	Useful exercise for finding creative solutions for current situations.
	15:45	17:45	Good Ideas Need Persuasion	Jokia walks through how even if you have a great idea, you need to persuade others that it is a great idea.
D	17:45	20:00	"Describe" Exercise	Good exercise for finding out what persuades you.
E	20:00	21:20	The Key Factors of Persuasion	Ethos, Logos, Pathos, and Kairos.
F	21:20	24:35	"Describe" Exercise	How does each jingle apply the Ethos, Logos, Pathos & Kairos concepts?
	24:35	30:00	Real Life Story of Persuasion Pt. 1	Dr. Ray Harrison shares a story of how he had to persuade people into changing medical records from paper to digital.
G	30:00	32:00	"Examine" Exercise	This exercise helps with using Ethos, Logos, Pathos, and Kairos concepts to create a jingle.
	32:00	34:55	Real Life Story of Persuasion Pt. 2	Dr. Ray Harrison shares a story of how he had to persuade people into changing medical records from paper to digital. (Part 2)
H	34:55	38:20	"Apply" Exercise	Write a jingle to persuade someone about why you need a vacation.
	38:20	41:11	Conclusion/"Rise" Performance	Jokia Williams performs "Rise"!

Sources:
Arnheim
Sundararajan

Aristotle
Buckley

DISCUSSION GUIDE

A LET'S EXAMINE YOUR EXPERIENCES



EXAMINE

- When you get stuck trying to solve a problem, something a novelist or a songwriter would call "writers block," what do you do to get unstuck?
- What techniques work for you?

B EMOTIONAL CREATIVITY

The capacity to feel and express unique, appropriate, and honest mixtures of emotions.

4 DIMENSIONS OF EMOTIONAL CREATIVITY

1. Effectiveness
2. Novelty
3. Authenticity
4. Preparation

TIPS FOR PROMOTING EMOTIONAL CREATIVITY

1. Buddy Up
2. Go Outside
3. Brainstorm Wall
4. Disconnect from the Problem

DISCUSSION GUIDE

- C** Get into groups of 2 or 3 and have one member provide a current situation that needs a creative solution.



EXPLORE

Remember that the solution should include the 4 dimensions of emotional creativity: effective, novelty, authentic, and preparation.

D THE PERSUASIVE POWER OF MUSIC

- Write down 2 songs that persuade you the most? (Motivate, calm, energize, etc.)
- Why do these songs have that effect?



DESCRIBE

E EPLK MODE

- Ethos = Character
- Pathos = Experience
- Logos = Word/Logic
- Kairos = Timing

DISCUSSION GUIDE

F PERSUASION JINGLE MATCH

Fill in the blank and connect each jingle to one of the EPLK modes.

1. Nationwide is on your _____.
2. The best part of waking up _____.
3. Ba-da ba-ba-ba, _____.
4. Every kiss begins with _____.
5. Arby's. We have _____.
6. Give me a break. Give me a break. Break me off a piece of that _____.



DESCRIBE

G CREATIVE JINGLE EXERCISE

Help sell this idea by creating a jingle.

What's the big idea or billboard wording that gets the attention for this innovation?



EXAMINE

H VACATION JINGLE

Write a personal jingle on the topic of "Why I Need a Vacation!"

Remember to tailor your message using the EPLK Mode tool we just learned.

Share this jingle with your group.



APPLY

TAKE-AWAYS

INSIGHTS:

ACTIONS:

CASCADE CHATS

These exercises are meant to deepen the learning and experience between modules for participants and their teams. Use blank spaces to record your personal responses prior to discussions. Update your notes based on the conversation.

I	Culture	What's the most innovative company in the world? Why?	
II	BSWH	What is one innovation BSWH has introduced to effect positive change in our world?	
III	Now	What big challenge does your team face that needs innovative, new approaches?	
IV	Legacy	What problem[s] can you solve on behalf of the next generation of leaders in your organization?	