

# *Britfield* Creativity & Storytelling

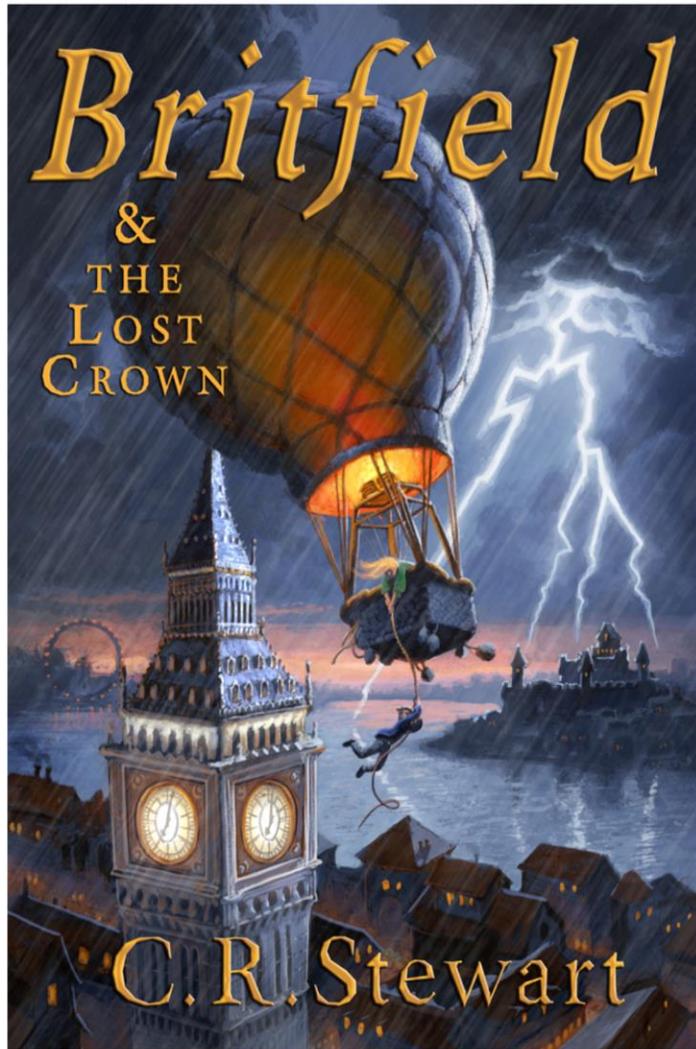
*“All the forces in the world  
are not so powerful as  
an Idea whose time has come.”*

– Victor Hugo

My Idea:

BRITFIELD  
& THE LOST CROWN

# BRITFIELD & THE LOST CROWN



Escaping from **Weatherly Orphanage**, best friends **Tom** and **Sarah** outsmart the nasty owners Mr. and Mrs. Grievous, the seedy caretaker Mr. Speckle and the legendary watchdog Wind. Yet shortly before leaving, Tom discovers that his *parents might still be alive*.

Relentlessly chased by the illustrious **Detective Gowerstone**, the two *narrowly escape* by commandeering a hot air balloon and flying over central England. Crashing at **Oxford University**, they gain the sympathy of Dr. Hainsworth, an esteemed professor who helps them get to **London**. Along the way, Tom learns that he may be the true heir to the *British throne*, kidnapped as an infant and believed dead.

With the help of Professor Hainsworth, Dr. Beagleswick and the Archbishop of Canterbury, the facts come together in a compelling chase through St. Paul's Cathedral, the London underground, the relentless pursuit of Detective Gowerstone and a surprise ending.



# BRITFIELD & THE LOST CROWN

*Arte et marte*

**By skill and valor**

*Consillio et animis*

**By wisdom and courage**

*Fide et Amore*

**By Faith and Love**









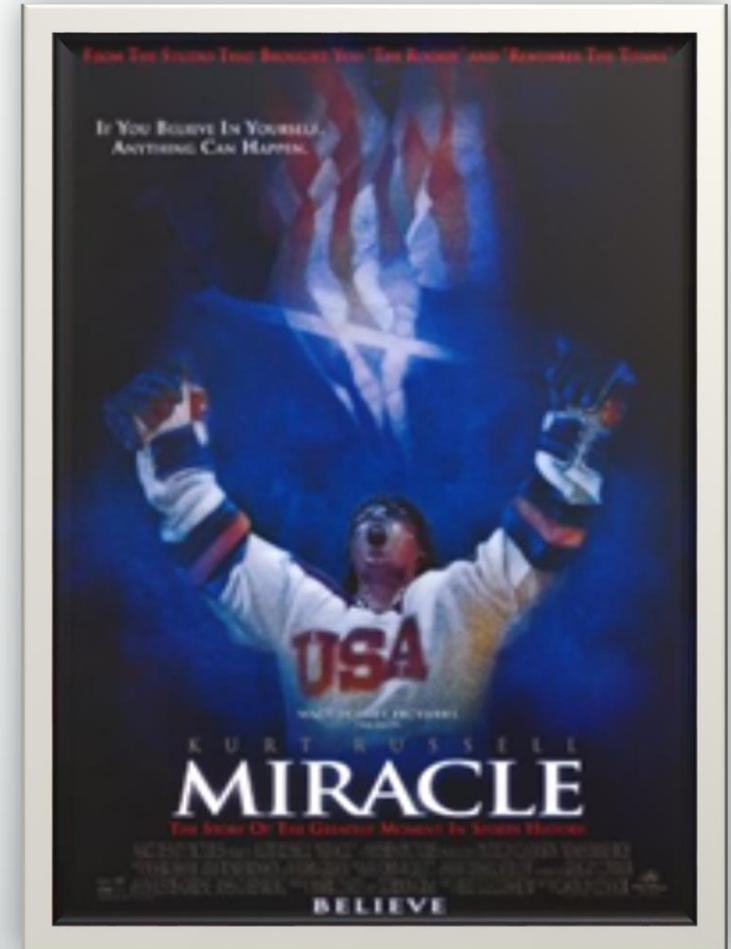
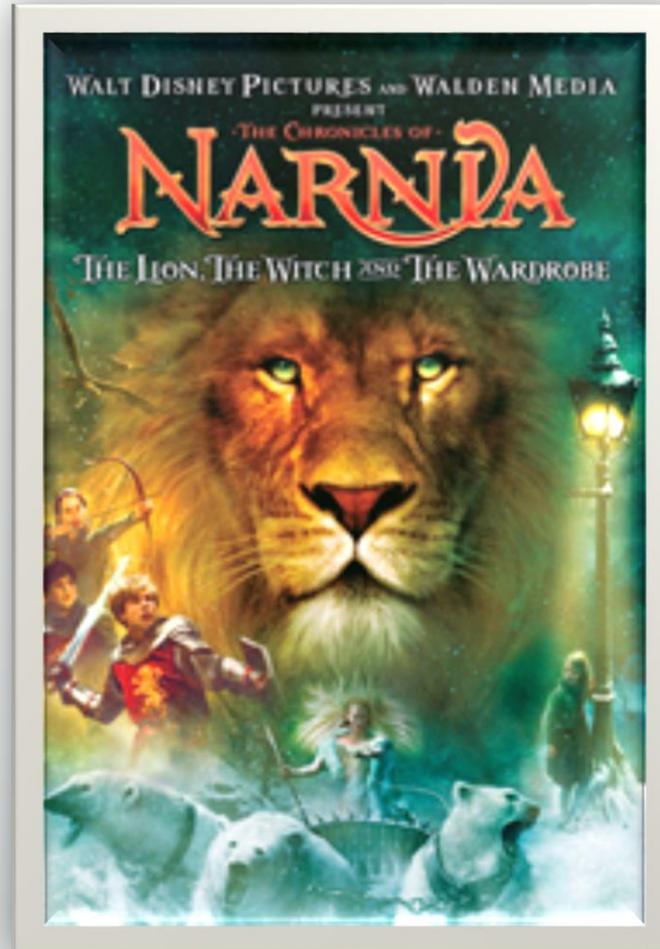








# Movie: BRITFIELD & THE LOST CROWN



**Creativity**



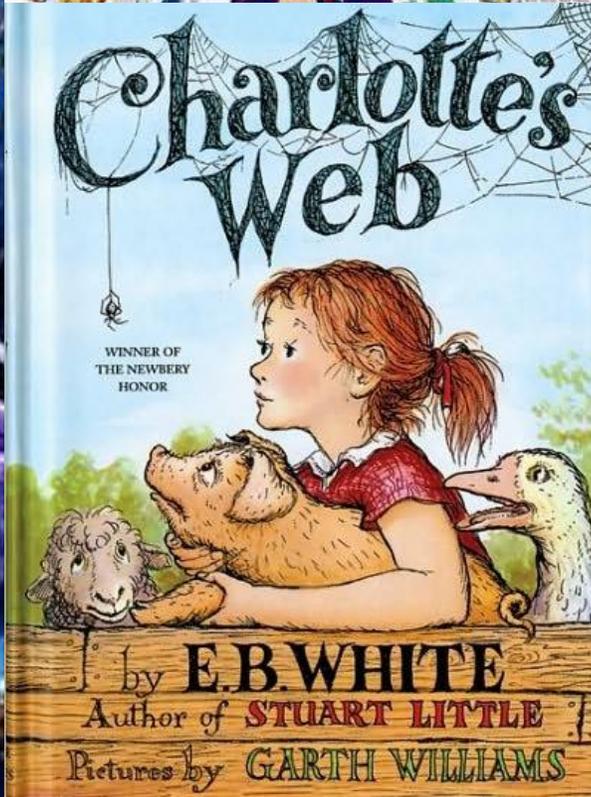
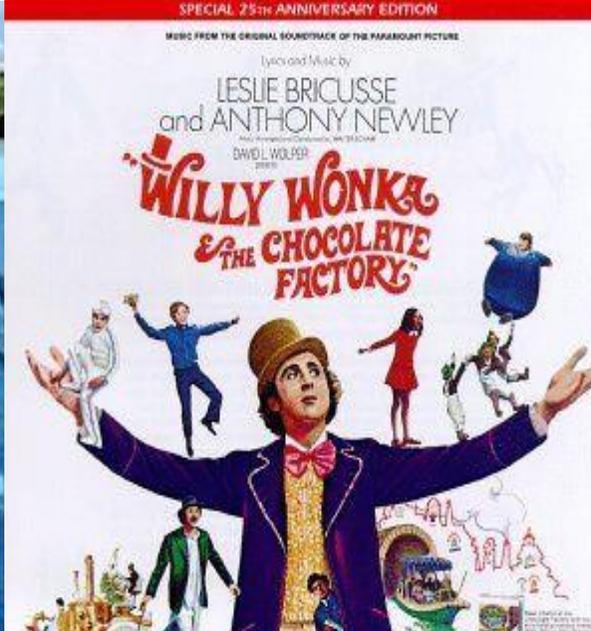
“**Creativity** is the act of turning *imaginative* ideas into reality: Either *intangible* (a theory or a musical composition), or **tangible** (an invention, a book, or a painting).”



**“Creativity is the mark  
of Individuality”**

**- Elliot Samuel Paul**

**Video Clip: Where's Matt**

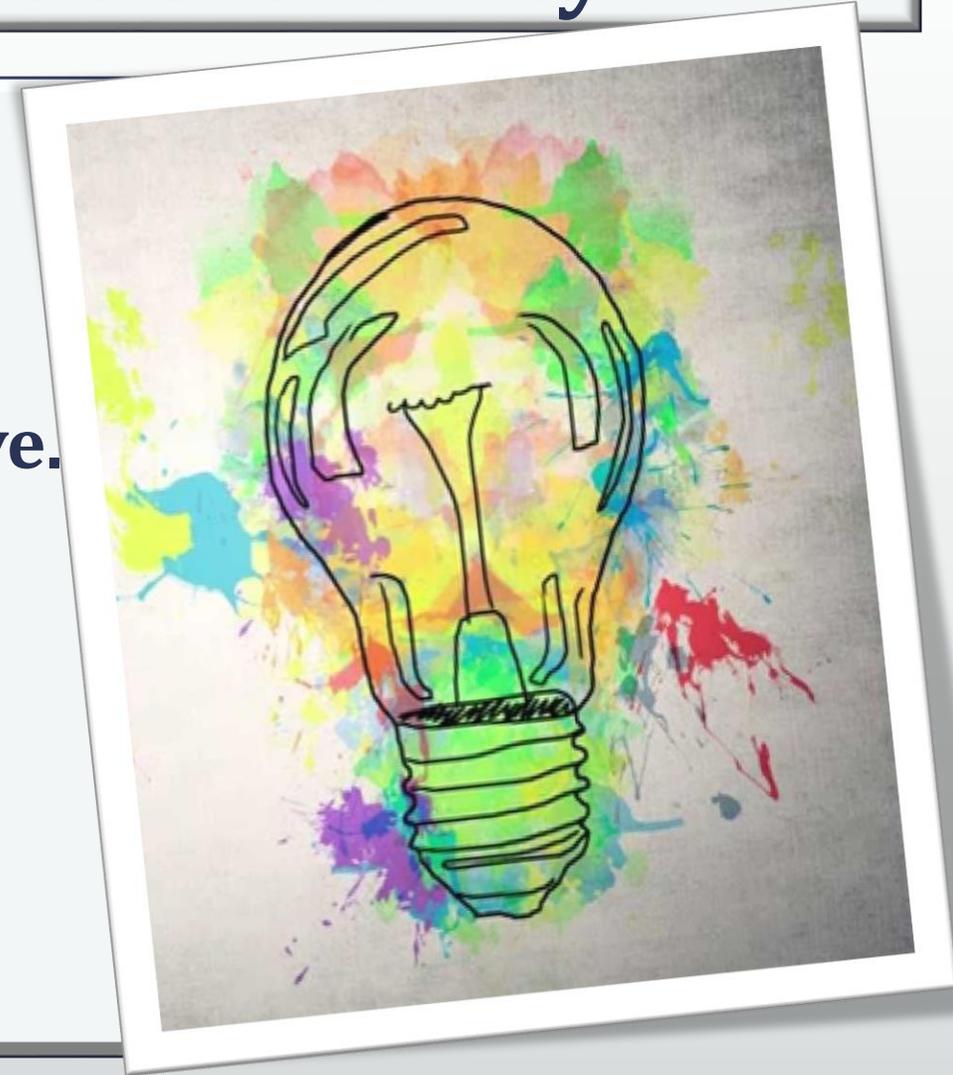


**“The essential part of  
creativity is not being  
afraid to fail.”**

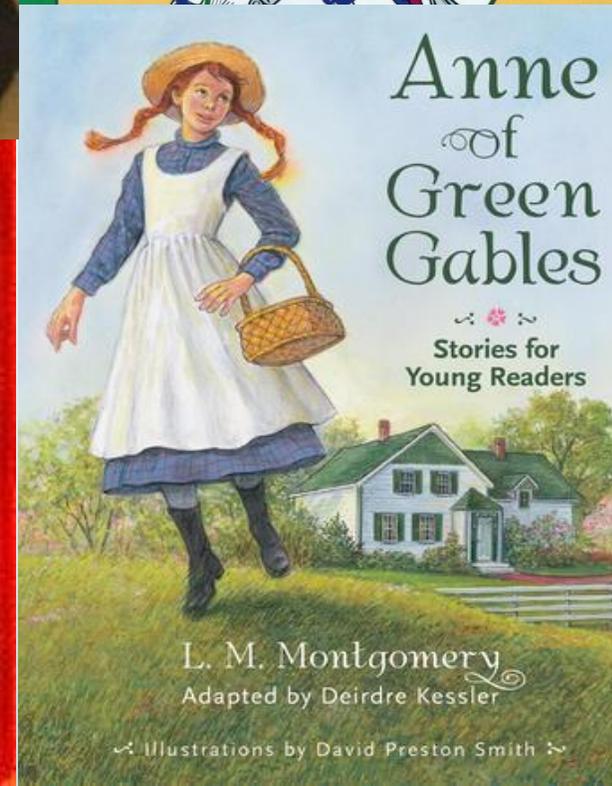
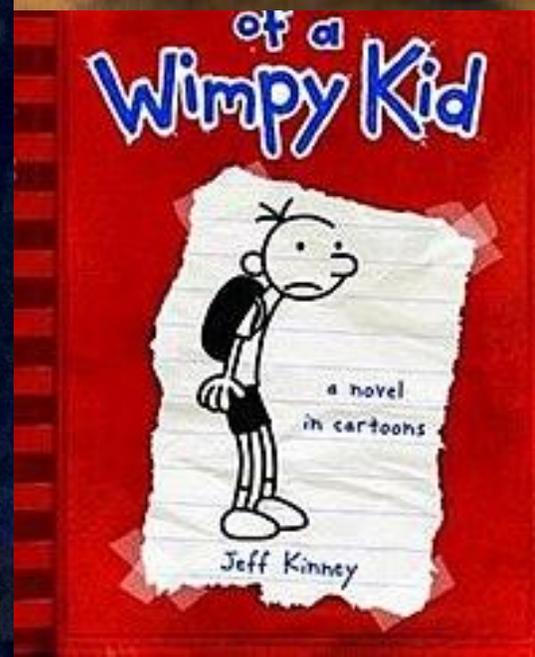
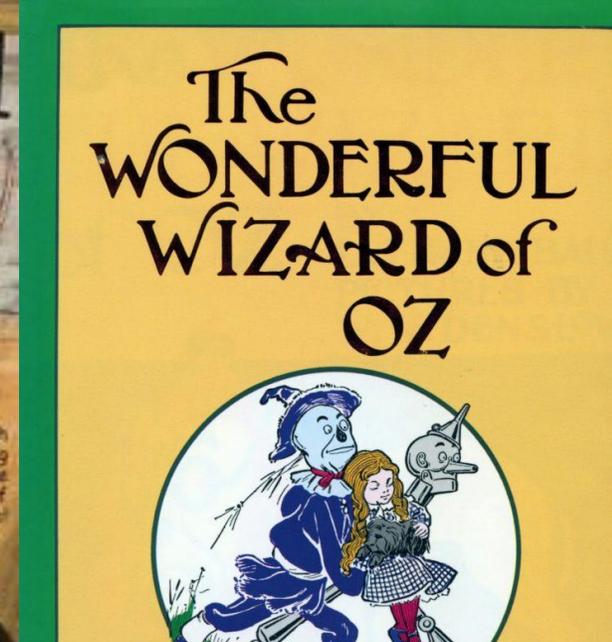
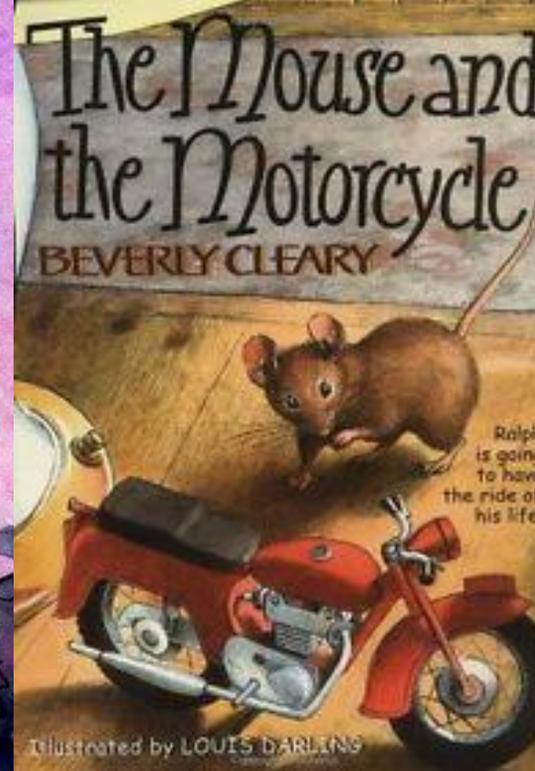
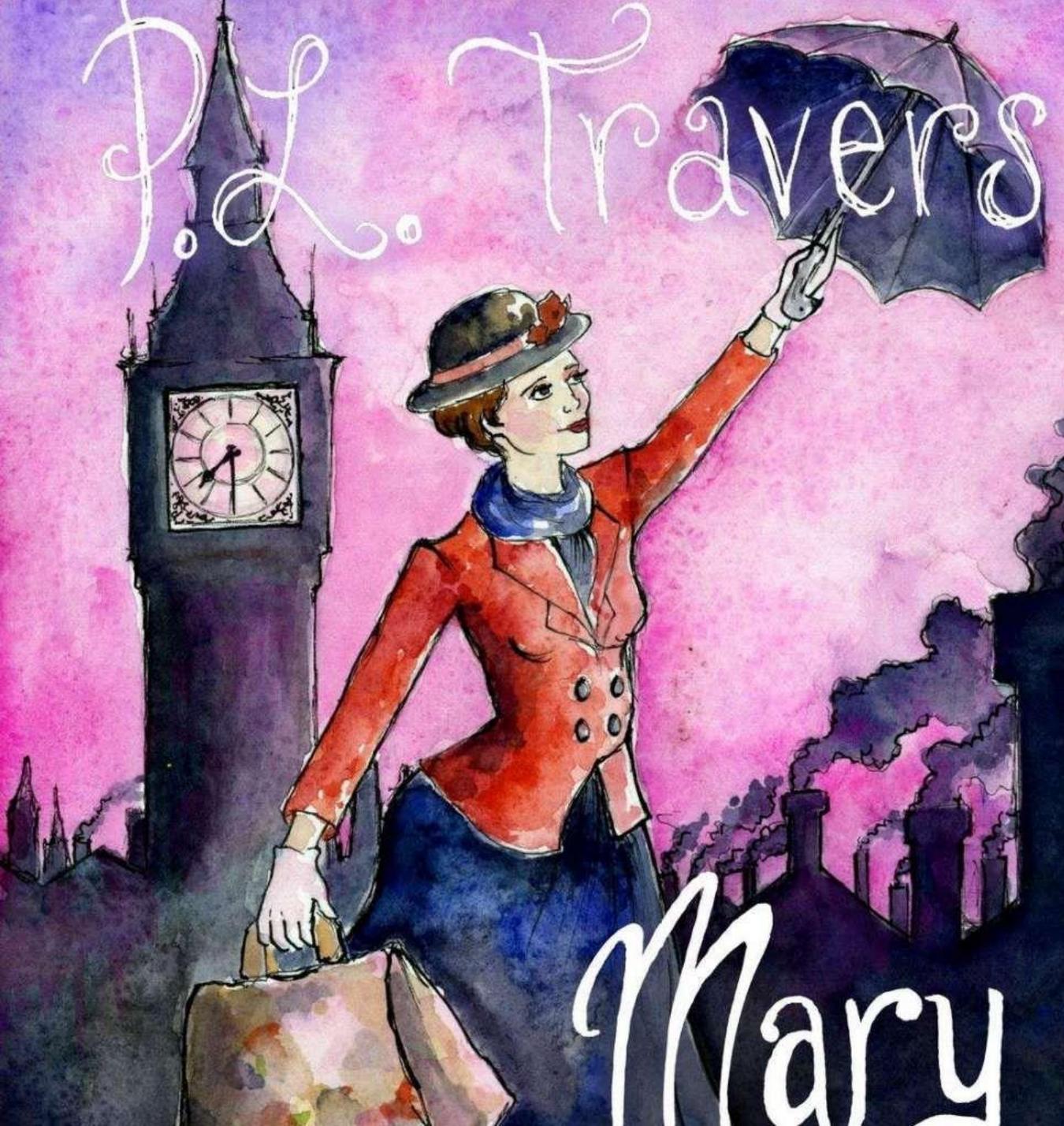
**- Edwin H. Land**

# True or False: Myths about Creativity

1. Creativity isn't important.
2. Only gifted or special people are Creative.
3. Creativity is only about the Arts.
4. No one can learn Creativity.



What's one of  
the most *important*  
thing about Writing?



*A Compelling  
Story*

# The Power of Storytelling

**“There isn’t a  
stronger  
connection  
between people  
than storytelling.”  
– Neil Smith**

**Star Wars Clip**



# **Innovation: Ideas at Work**

# Creative Innovation





# Creativity





BE YOU NO MATTER WHO  

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**HOUSE OF FRASER**  
SINCE 1849



**window cleaner**

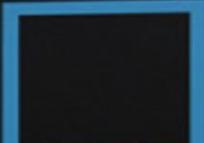


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AVON - CAMBES

Pimples?



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EAT MOR CHIKIN

Chick-fil-z



**“Never let someone else's  
opinion of you become  
your reality” - Les Brown**

**First Addition/Signed (Social)**

**Video Clip: We're Superhuman**

# Creativity



***“All children are born artists. The problem is to remain an artist as we grow up.”***

**- Picasso**

# Story Defined



**“Storytelling is the most powerful way to put ideas into the world.” - Robert McKee**

**“Sometimes reality is too complex. Stories give it form.” - Jean Luc Godard**

**“Those who tell the stories rule the world.” -  
American Indian proverb**

## **Chad Stewart, MBA, MS, PhD** (candidate)

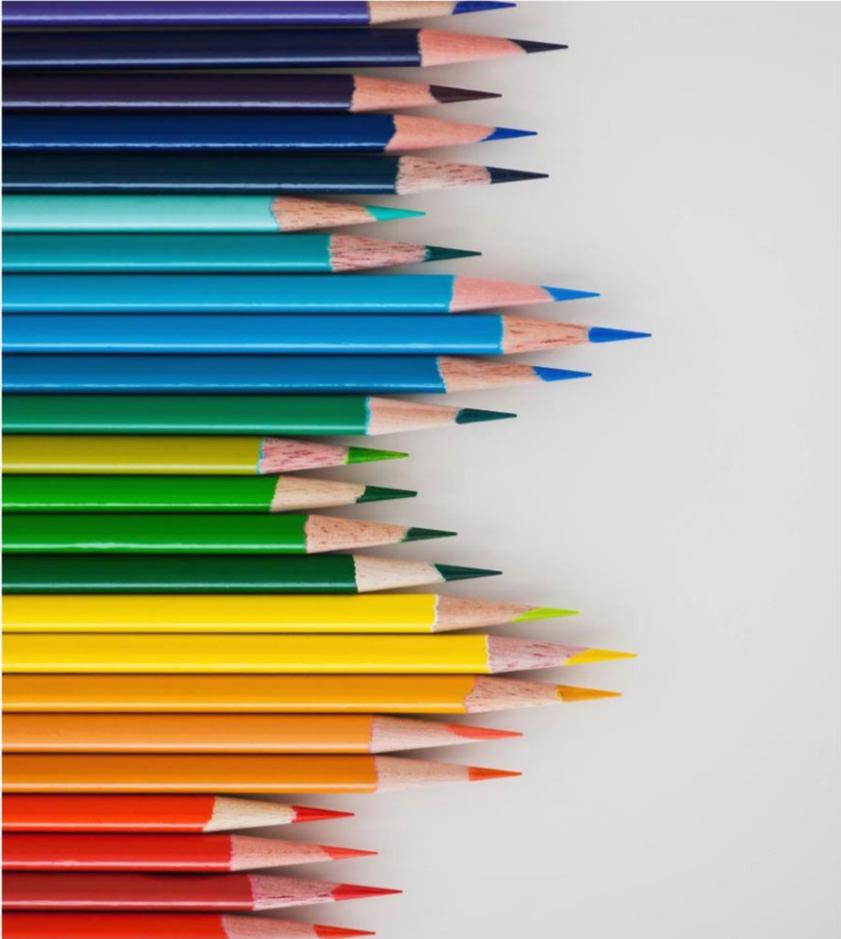
- **Born in Newport Beach, CA**
- **Working since 14:** Always an entrepreneur at heart
- **Accelerated educational programs:** Private tutors and trainers
- **Worked for 3 self-made millionaires by 19:** Major influence
- **Started first company at 18:** Architecture/development (travel)
- **New England for 16 years:** Undergraduate/Graduate School
- **Worked for 3 Fortune 100 companies:** Finance/investment
- **San Diego for 8 years:** Creativity, innovation and writing
- **Founded Devonfield, LLC:** A Bastion of Creativity

# Story: The 3-Act Structure

## Story Structure for Movies (120 minutes)

- **Opening** (1-2 minutes) **Act 1**
- **Exposition** (3-8 minutes)
- **Inciting Incident** (8-10 minutes)
- **Plot Point I** (20-30 minutes) **Act II**
- **Mid-Point** (60 minutes)
- **Plot Point II** (80-90 minutes)
- **Conclusion** (20-30 minutes) **Act III**

# Influencing Creativity



## Creative Techniques

- **Establish creative challenges.**
- **Encourage Divergent thinking.**
- **Stimulate curiosity and reward exploration.**
- **Build motivation, especially internal motivation.**
- **Inspire confidence and risk taking.**
- **Focus on mastery and self-competition.**
- **Offer opportunities for choice and discovery.**
- **Promote self-management.**
- **Develop and facilitate creative performance.**

# Understanding Creativity

- **Trust Your Intuition**
- **Solitude is where creativity thrives**
- **Happiness and creativity go hand in hand**
- **Trying new things increases creativity**
- **Daydreaming is great for the Brain**
- **Many ideas are often ridiculed at first**
- **Stress kills creativity**
- **Aerobic exercise increases creative potential**
- **Improvisation stimulates the brain's centers**



# 8 Signs of Creative People



1. **Big-picture-thinking:** Creatives think abstractly
2. **Spontaneous:** Creatives tend to be flexible and act
3. **Playful:** Creatives tend to be lighthearted
4. **Resilient:** Creatives bounce back from failure
5. **Autonomous:** Creatives strive for independence
6. **Defiant:** Creatives reject the norms and authorities
7. **Risk-taking:** Fueled by their optimism
8. **Daydreaming:** Envision new solutions

# 8 Attitudes of Highly Creative People

1. **Consistent Curiosity**
2. **Continued Optimism**
3. **Enduring Perseverance**
4. **Confronting Challenges**
5. **Constructive Discontent**
6. **Suspending Judgment**
7. **Flexible Imagination**
8. **Seeing Problems as Future Solutions**

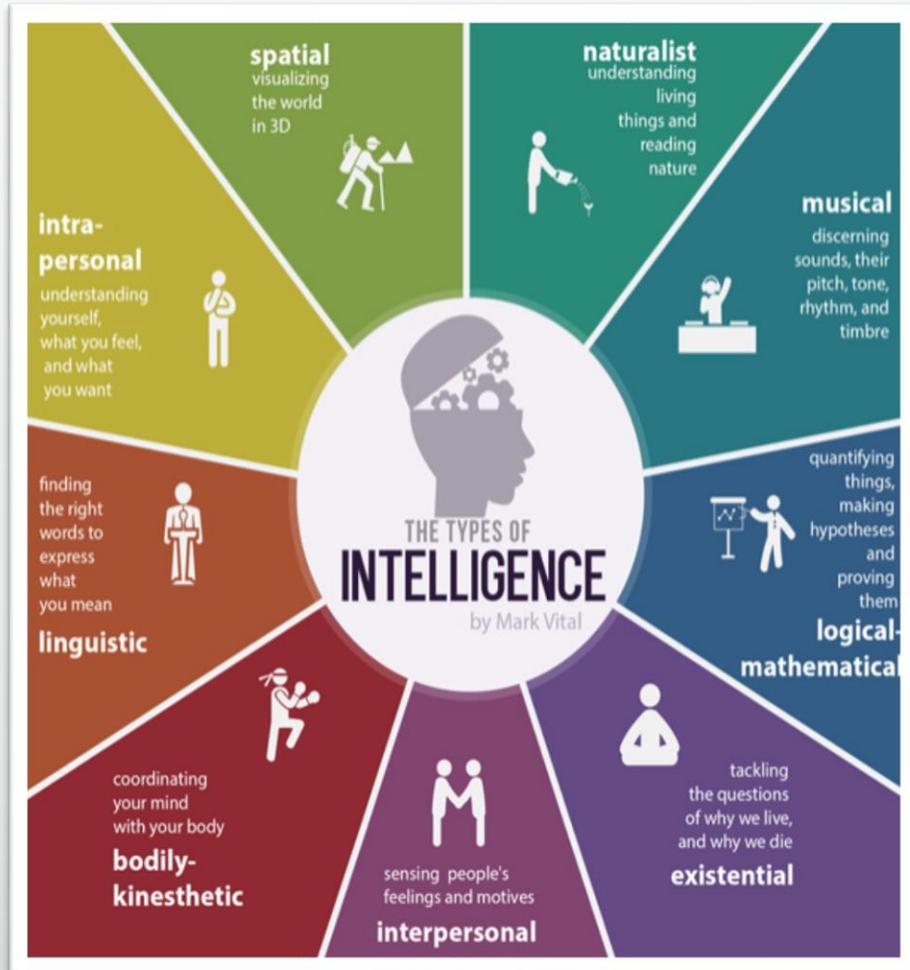


# A New Creative Model

- **Allow Students creative freedom**
- **Promote opportunities in the Arts**
- **Mentor the Individual**
- **Create a broad Learning Environment:**
  - **Innovation**
  - **Creativity**
  - **Problem solving**
  - **Collaboration**
  - **Communication**
  - **Critical thinking**
  - **Deep knowledge**



# Richard Felder's 8 Learning Styles



1. **Active** learners absorb material by applying or explaining it.
2. **Reflective** learners ponder material before doing anything.
3. **Sensing** learners learn facts and are good with details.
4. **Intuitive** learners are comfortable with abstract concepts.
5. **Visual** learners remember best what they see.
6. **Verbal** learners need written and spoken explanations.
7. **Sequential** learners follow one step to the next.
8. **Global** learners make cognitive leaps.

# 16 Ways Leaders Promote Creativity

**1. Remove Your Limits**

**2. Let People Test Their Wings**

**3. Don't Worry About "How"**

**4. Take Brainstorms Offline**

**5. Build A Diverse Team**

**6. Stop Saying "But"**

**7. Don't Micromanage**

**8. Promote Experimentation**

**9. Support Failure**

**10. Move Toward Chaos**

**11. Provide Direction**

**12. Be Specific About the Objective**

**13. Don't Lead Discussions**

**14. Create A Gap and Empower**

**15. Be Kind and Gentle**

**16. Always Remain Curious**

# The Creative Process

1. *Always record your Ideas*
2. *Keep them in a Safe place*
3. *Return to your Ideas*
4. *Expand on your Ideas*
5. *Always ask Questions*

