



LIONS PRESENTS

Nurturing your Creative Curiosity: The Expert Guide

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In his LIONS Live film *Author of The Human Edge*, Greg Orme, discussed how to supercharge your curiosity to improve your creativity.

Use this summary as an ongoing tool to help you reflect on the advice given, and review the best-in-practice examples to help you apply this guidance in practice. Find additional notes on further reading at the end of this summary that will help you improve your knowledge and technique in this area.

You can watch Greg's film in full [here](#).

Nurturing your Creative Curiosity

Greg Orme, author of the award-winning book *The Human Edge*, reveals an inspiring insight: Curiosity is not a fixed trait, like having blue eyes. It can be intentionally fostered and developed.

Curiosity is a sought-after superpower in the disrupted 2020s, because it allows you to learn faster, question the status quo, and have better ideas. Use Greg's powerful habits to construct your own brain gym to build stronger curiosity muscles.

Why do you need this skill?

The world is increasingly volatile, uncertain and complex. The pandemic simply accelerated existing technological disruptors. Suddenly, doctors saw their patients online. Teachers delivered virtual lessons. Bosses managed their team members over Zoom.

In an environment of accelerating change, the World Economic Forum has predicted, every four years, 40% of your expertise will need to be thrown away and replaced with something new. Curiosity gathers the cognitive fuel to ignite innovation at work. Curiosity marks you out as a creative leader. Curiosity allows you to learn fast enough to keep up.

Top Tips on Nurturing your Creative Curiosity

TOP TIPS ON NURTURING YOUR CREATIVE CURIOSITY

1

DEMOLISH THE ECHO CHAMBER

Social media serves you content based on your past behaviour, and the behaviour of millions of others with similar preferences. Translation: your previous clicks created a unique echo chamber that's just for you.

To burst this AI-enabled bubble, takes a little self reflection and humility.

- **Step one:** re-examine your capacity for critical thinking.
- **Step two:** become aware of, and start mitigating, your brain's ancient, hardwired tendency for cognitive bias.

2

CHECK YOUR SOURCES

For many months we've been practicing viral hygiene. Time to apply the same logic to digital hygiene.

When you find something interesting online, always ask: "Is this from a credible person or organisation? Is there a way to cross-check it with another dependable source?"

Then, switch on your radar. Just write down the books, magazines, podcasts, YouTube channels, blogs and websites you're familiar with. The conferences and training courses you attend? How might you challenge yourself with new sources of information?

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3

FIND TIME TO UNLEARN, TO RELEARN

In the fast-changing context of 2021, we all need to get comfortable with rapidly acquiring new knowledge and skills.

It doesn't help that we are being distracted on an unprecedented and industrial scale by our digital devices. It's a little ironic, to differentiate from AI, we occasionally need to disengage from the devices it powers. However, as the ability to focus becomes less common, those who can do it will become more valuable.

Build the "Five-Hour" rule into your schedule. This means, no matter how busy you are, always put aside at least one hour, 5 times a week, for your curious learning.

4

BECOME A KNOWLEDGE EXPLORER

Research shows that knowledge in a new sphere is the beginning of a virtuous circle. It primes your brain to be more curious about that subject. You start to see it cropping up everywhere (it was always there, you just didn't notice it before).

Becoming a curious explorer in new domains pays dividends for your creative potential. Innovation happens when a thought from a particular domain of knowledge jumps the fence into a brand new field.

Learning new stuff – outside your comfort zone – builds little outposts in your mind. When your brain unexpectedly builds a synaptic road between these settlements...ping, a new idea is born.

TOP TIPS ON NURTURING YOUR CREATIVE CURIOSITY

5

ASK BETTER QUESTIONS

To be a creative leader, stop providing all the answers, and start asking better questions. Rather than closed questions that people have to answer with a simple “yes” or “no”, ask open questions.

Questions like: Why do we do it this way? What-if we tried that way instead? Why Not? These types of queries have a little magic to them. By expressing your curiosity out loud, you invite those around you to engage in a truly creative conversation.

FURTHER READING

The five curiosity habits featured in Greg’s LIONS Live film are adapted from his book [The Human Edge](#), how curiosity and creativity are your superpowers in the digital economy (Pearson) which won Business Book of The Year 2020, and is being translated into Chinese, Vietnamese and Korean.

To catch Greg’s latest thinking on creative leadership in a post-pandemic world check out his [regular articles](#) in Forbes.