

Unlocking your creative badassery

Defeating doubts and fuelling fun in design

ADE(MODA)-LEE



What will I be covering?

Creative confidence

What it is and why it's awesome.

Defeating doubts and being a creative innovator

The art of being a creative badass

Warning!

This is all subjective.

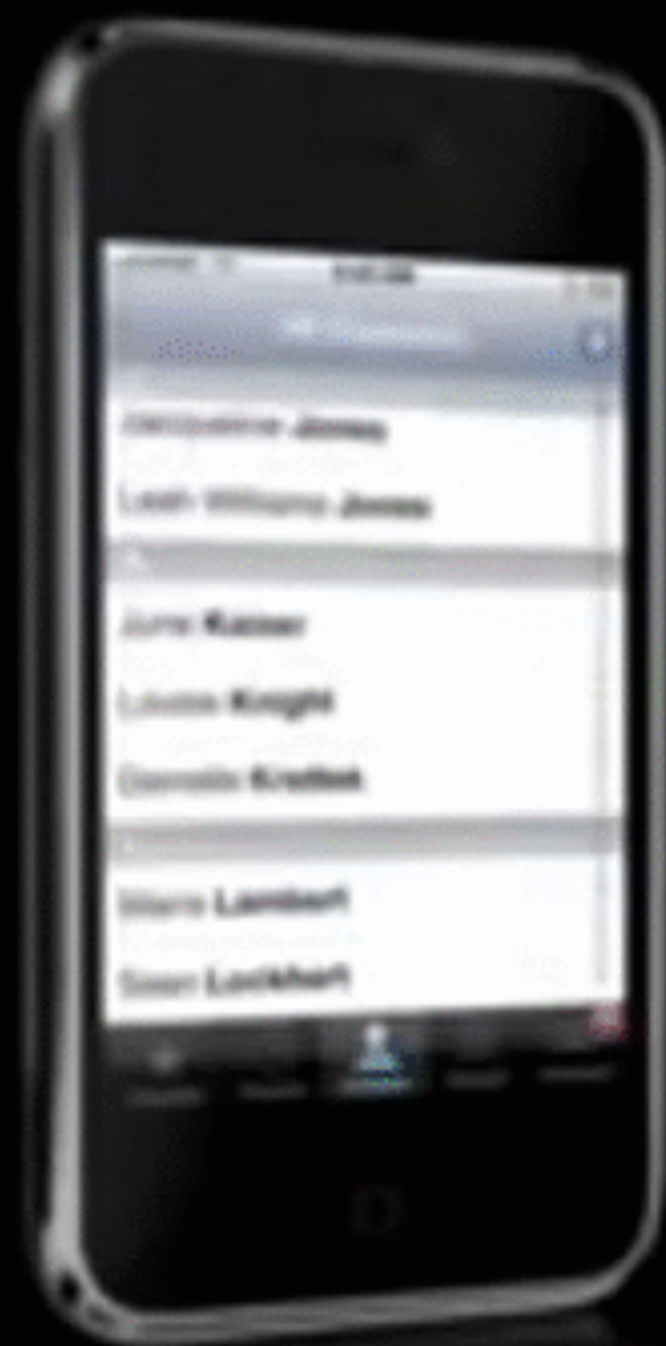
**Who's ditched a
creative idea before
even starting it?**

Keeping it real syndrome

Self-sabotaging "realism"

Kills your creative spark

Creative confidence





**Revolutionised the
mobile phone industry**

**Turned the phone into a
multi-function device**

**Believed in their capacity
to challenge and innovate**

**What is creative
confidence?**

What is creative confidence?

Self belief

Trusting in your ability to make creative change.

Value in experimentation

Trying something new to regardless of the outcome.

Team Collaboration

Valuing diverse perspectives to produce innovative results.

What is creative confidence?

Problem-solving

Using creativity to tackle challenges and bring about meaningful change.

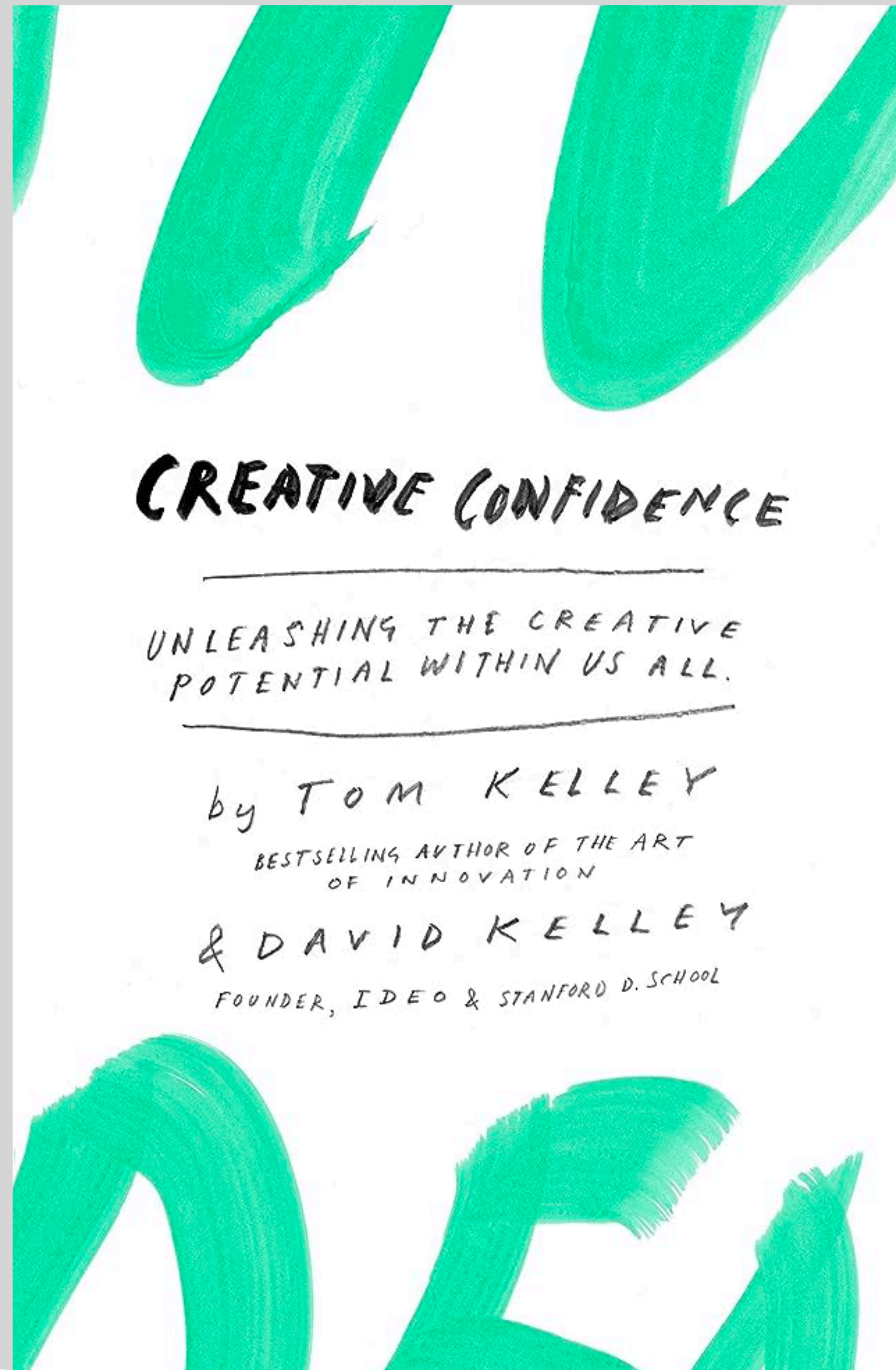
Learning through failure

Viewing failures and setbacks as valuable lessons for improvement.

Continuous growth

Commitment to ongoing learning and expanding your creative skill set.

Buy the book



Tom



David



**Why is creative
confidence
important?**

**Why is creative
confidence
important?**

**Empowers you to challenge
something creatively**

**Helps with Imposter
Syndrome 🙄🙄**



Your **AWESOME** idea



Imposter syndrome

Rating your skills and ability
lower than they actually are.

Imposter syndrome

Undercharging

Failing to realise your worth and skills.

Stunted growth

Not developing creatively as well as in your career.

Taking fewer risks

Constantly playing it safe and only following trends.

**A crabby
attitude**



Undermine others

Where individuals or groups try to put down or hold people back.

Insecurities take over

You create a toxic environment for you and coworkers.



Reframe your thoughts

Focus on your strengths and accomplishments.

Celebrate others

Build your own confidence by praising the success of others.

Embrace failure

Accept it as a natural part of learning.



Dunning-kruger effect

Rating your skills and ability
higher than they actually are.

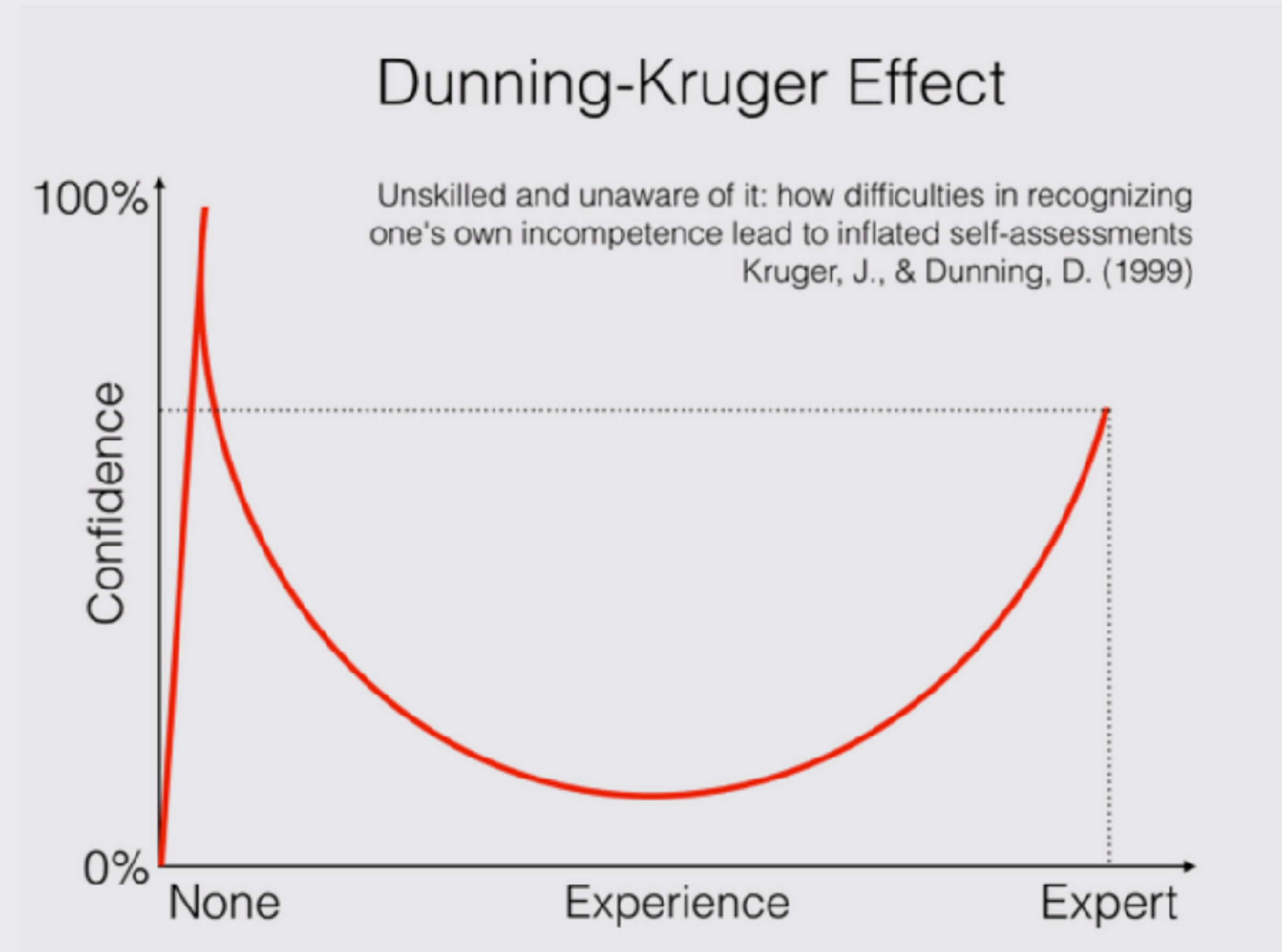
Arrogance

Everyone loves an arrogant creative.

Overconfidence

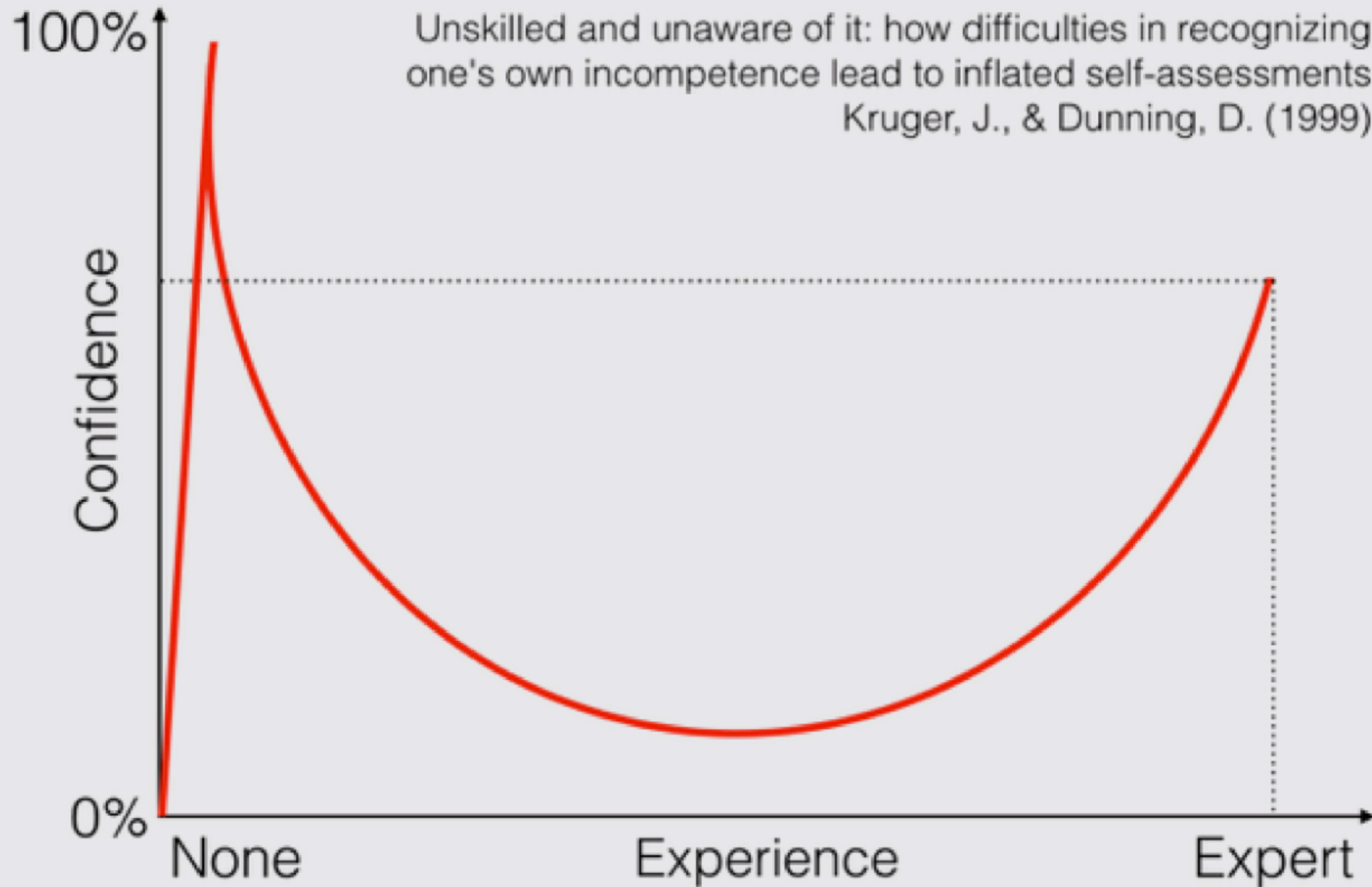
Fail to see potential problems because you think you're shit hot.

Biting off more than they can chew



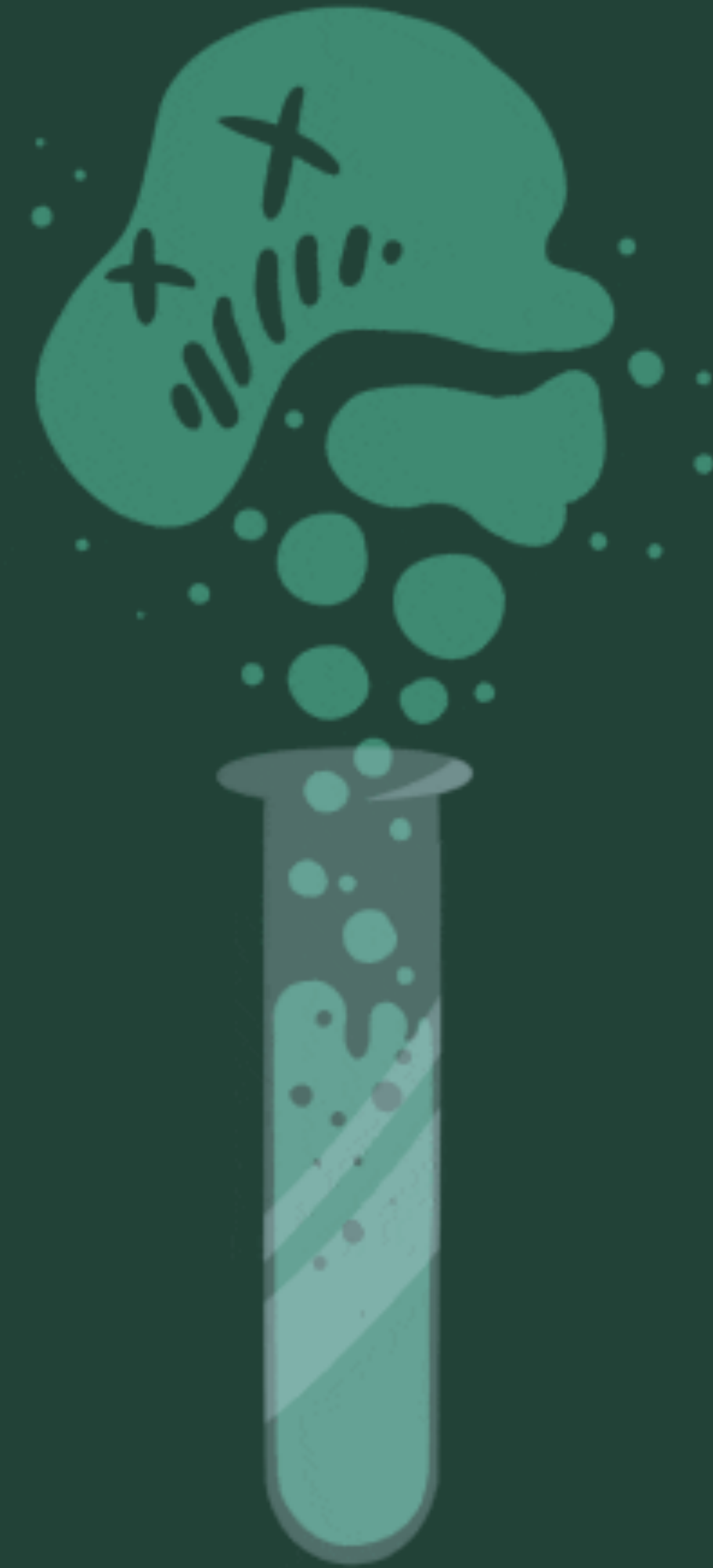
Dunning-Kruger Effect

Unskilled and unaware of it: how difficulties in recognizing one's own incompetence lead to inflated self-assessments
Kruger, J., & Dunning, D. (1999)



Warning!

Never be complacent!





▼ **Search and email**

Pioneers in search and email but failed to innovate its UI and UX.

▼ **Market share loss**

Overshadowed by Gmail's user-centric design and features.

Gaining creative confidence

Dealing with imposter syndrome

Gaining creative confidence

Read

Kaizen, baby!

Seek feedback

It'll hurt in the short term,
help in the long term.

**Always critique
your own work**



**Creative
confidence**



**Arrogance
and delusion**

Creative
confidence



Arrogance
and delusion

yahoo!

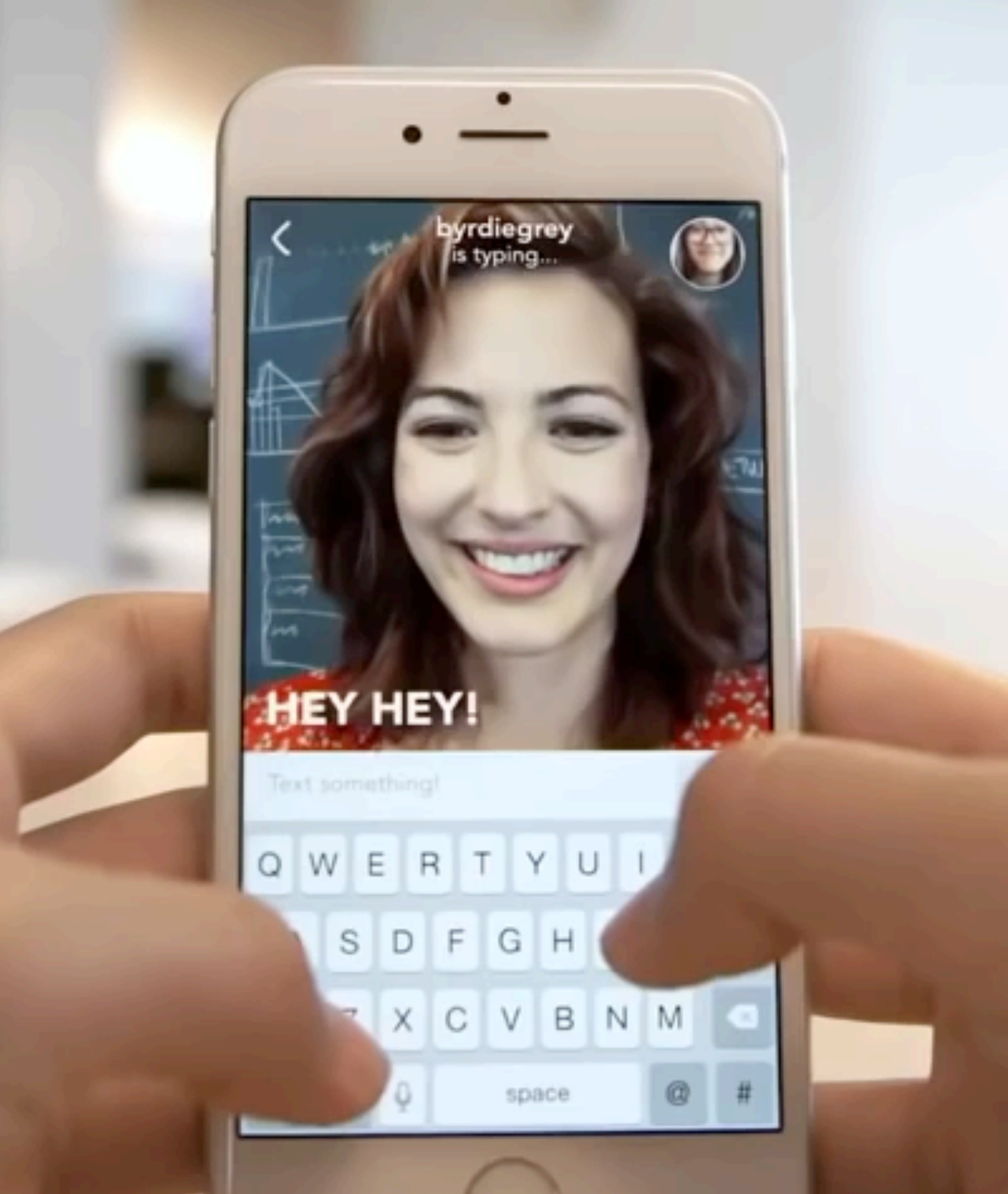


New way of messaging

Believing that they could create a new way of messaging.

Deviation from existing concept of messaging apps





A video chat app

Without audio.

**Didn't do enough research
into their product offering**

What have we covered so far

~~Creative confidence~~

~~What it is and why it's awesome.~~

~~Defeating doubts and being a creative innovator~~

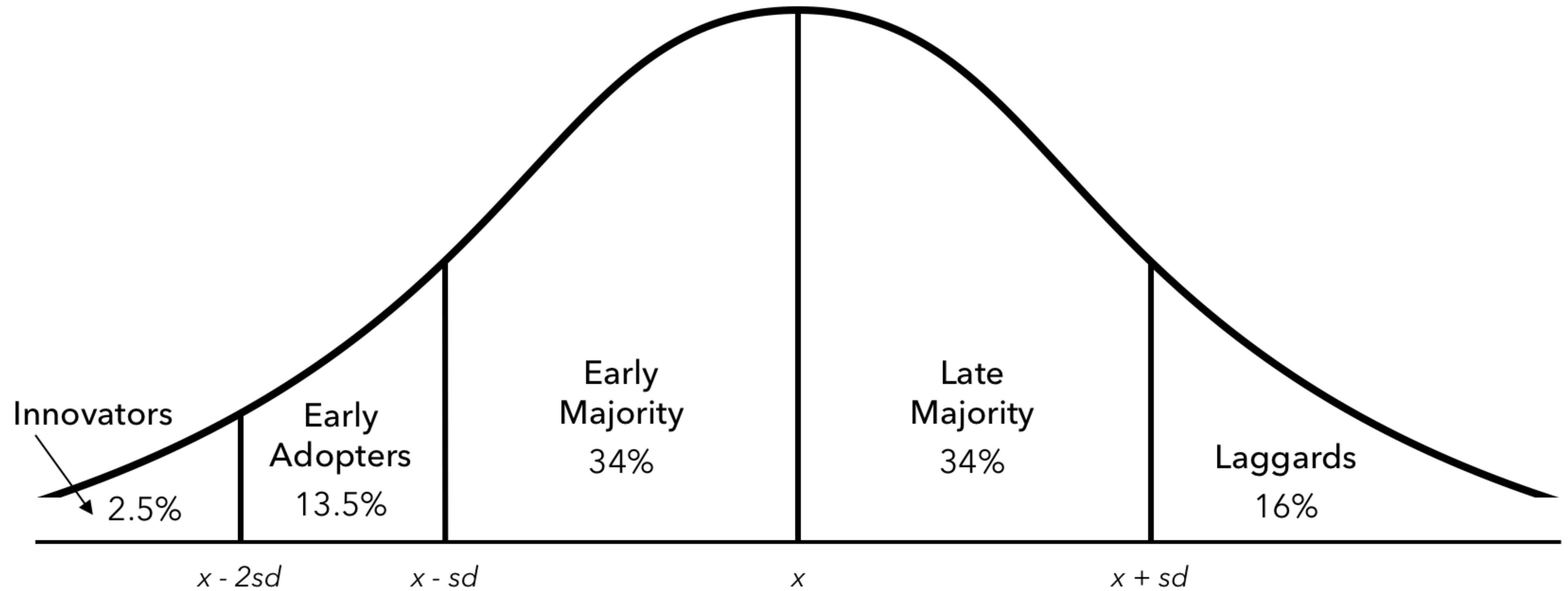


Creative badass

Fearlessly pushes boundaries to
redefine creativity and innovation.



**Creative badasses
are pioneers!**



Relationship between types of adopters classified by innovativeness and their location on the adoption curve.

SOURCE: Everett M. Rogers, *Diffusions of Innovations*, 5th ed. (New York: Free Press, 2003), p. 281.

**Creative
badasses
connect
the dots**



**Creative badasses
foster diversity!**



Gender

Experience

Race

Interests

Sexual orientation

Mindset

Background

Disability

Location

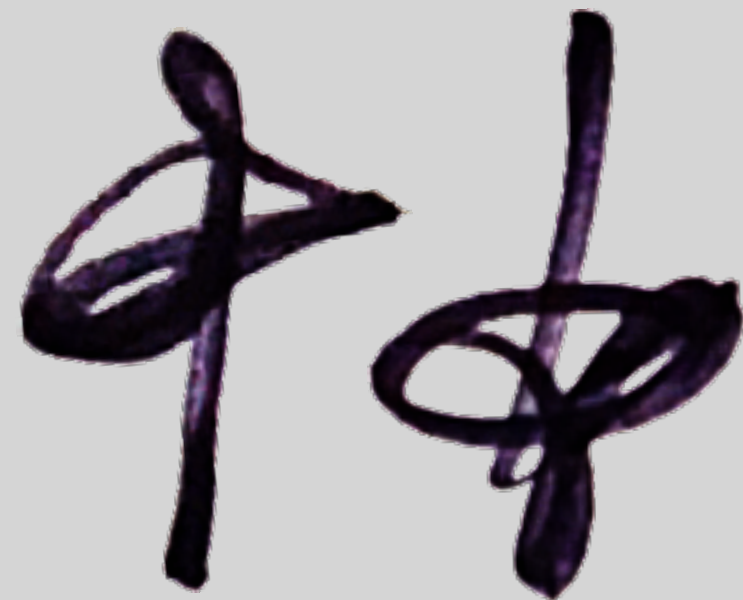
Age

**Creative badasses
play and experiment**



**Creative badasses
are creative thinkers
and doers**

Creative thinking



Creative doing

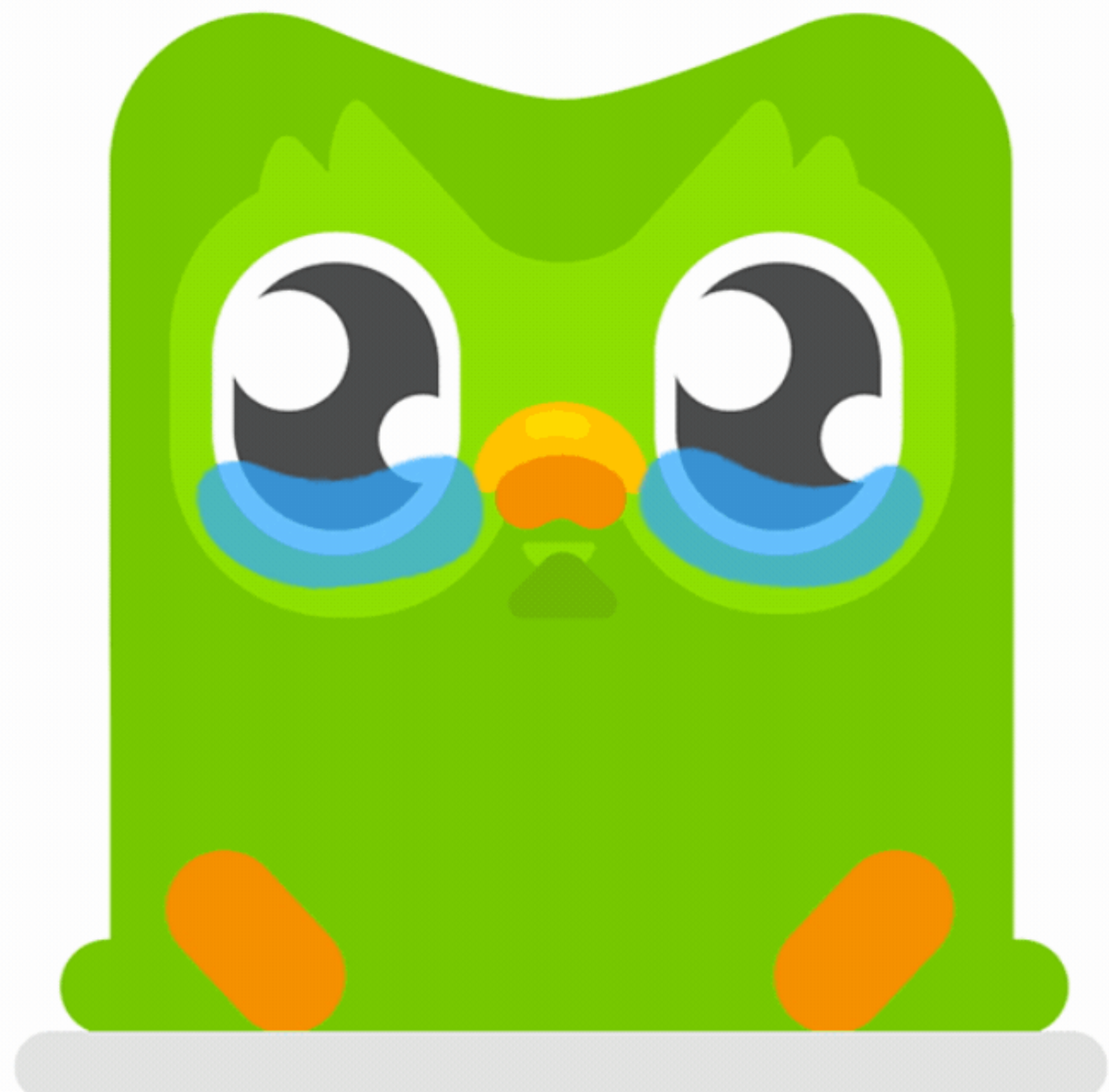
**Get out of your comfort zone
and take on new challenges**

**Practise abstract ideation
by taking on small creative
challenges**

Practise making connections

Asking why questions.

**Creative badasses
are disruptors**

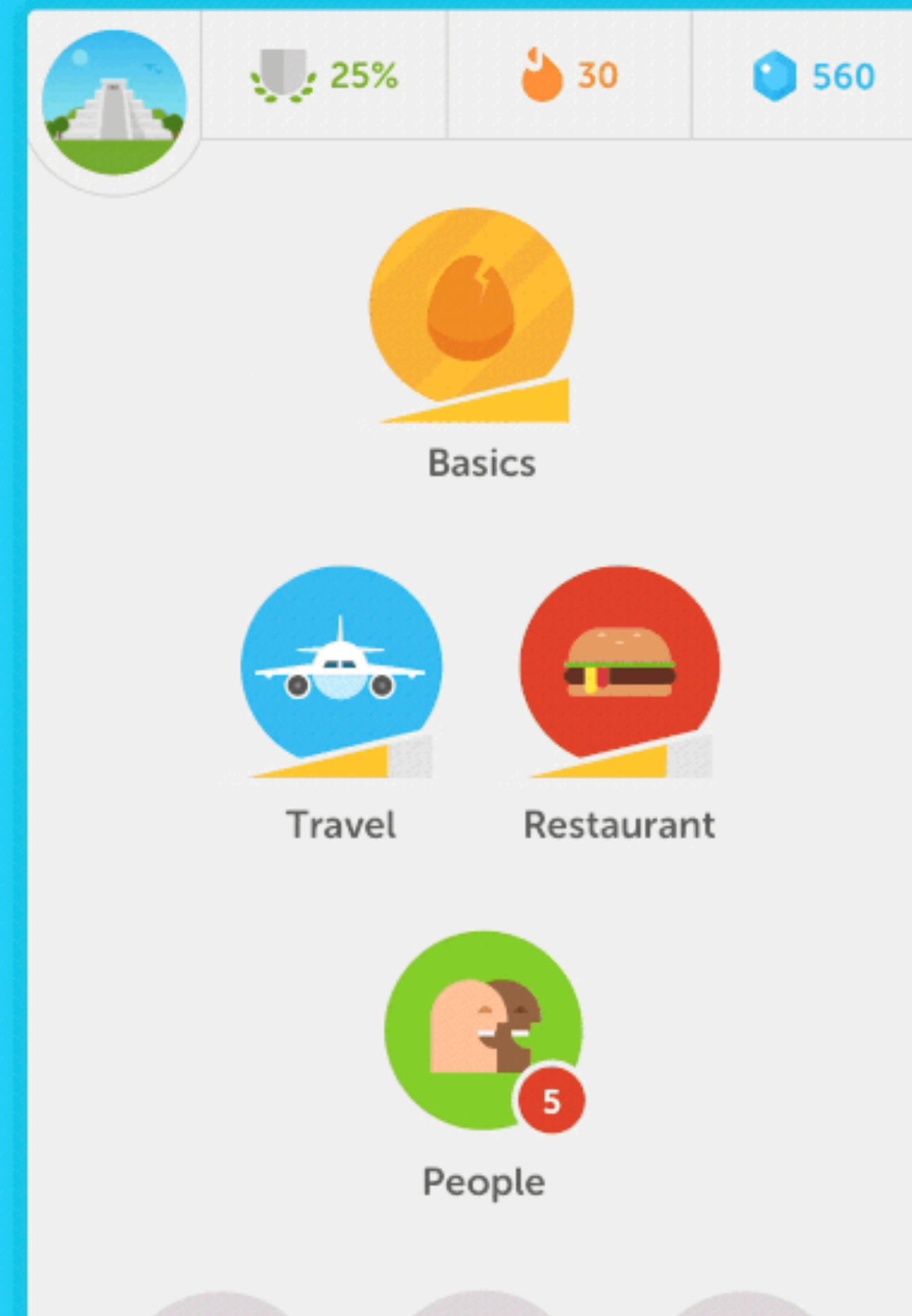


Gamified learning

Turned learning into a game with levels, scores and peer challenges.

Disrupted e-learning

They believed they could make language learning more fun.



How to become
a creative badass?

How to become a creative badass?

Play and experiment

Try to fail, fail to try!

Foster diversity

Go beyond what and who makes you comfortable.

Take calculated risks

How to become a creative badass?

Disrupt

Don't be afraid to make an impact and a scene with your amazing idea.

Connect the dots

Even when they don't seem to connect.

Be a creative thinker and doer

**Creativity x Courage
+ Innovation
=
Creative badass**

**Creative
confidence**



**Creative
badass**

**Creative
confidence**



**Creative
badass**

Boost your risk tolerance

**Embrace questioning
over conforming**

**Go from having ideas
to executing them**

To be a creative
badass you must...

**Level up your
soft skills!**



Emotional Intelligence

Get teamwork and design right by understanding feelings.

Communication

Clearly share your awesome ideas.

Critical Thinking

Ask why and how to make your ideas better.



Active Listening

Take in feedback and fine-tune your creativity.

Time Management

Be creative but timely.

Be Flexible

Roll with changes and keep innovating.

Project management

Empathy

Mindfulness

Facilitation

Research



Communicate better

Learn the basic terminology, pain points and the (company-wide) best practices.

- Project management
- UX Design
- UI Design
- Engineering
- Product writing
- Research methods





Too much
Creative Confidence



Can lead to
Arrogance

Only
Thinking out the box



Can cause you to
Lose the box

Over innovation



Can cause you to
Disconnect

Takeaways

Takeaways

Creative confidence

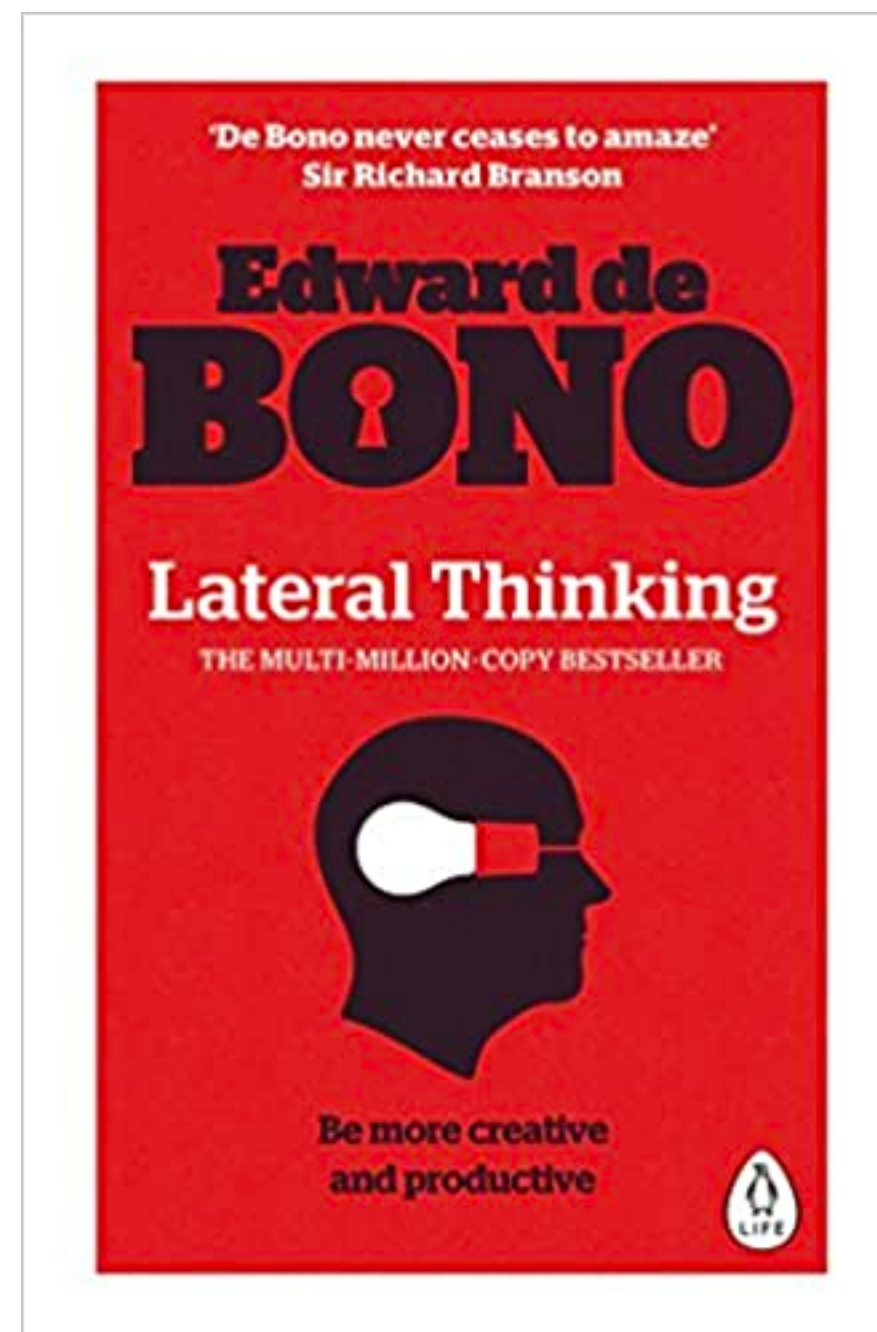
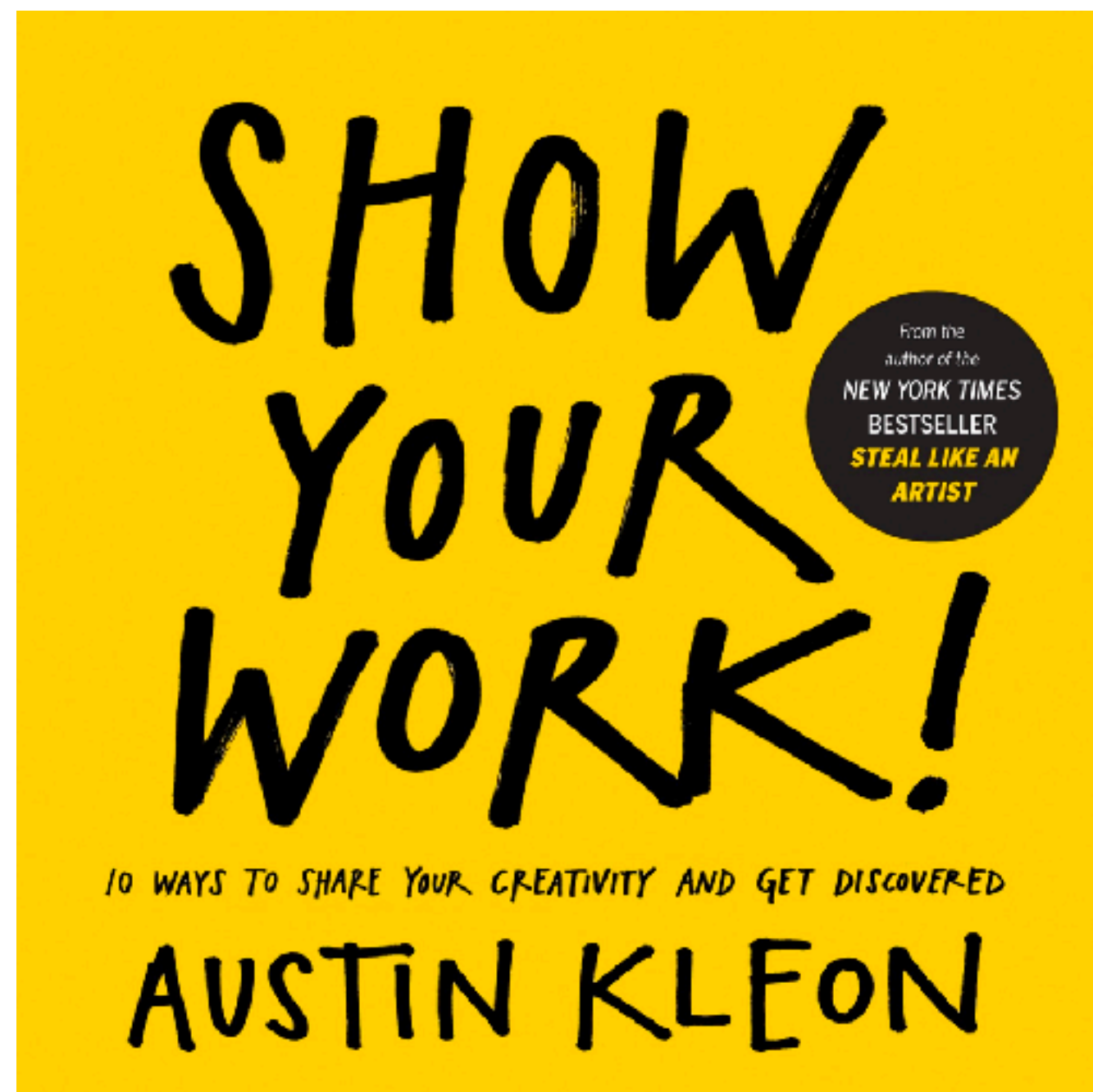
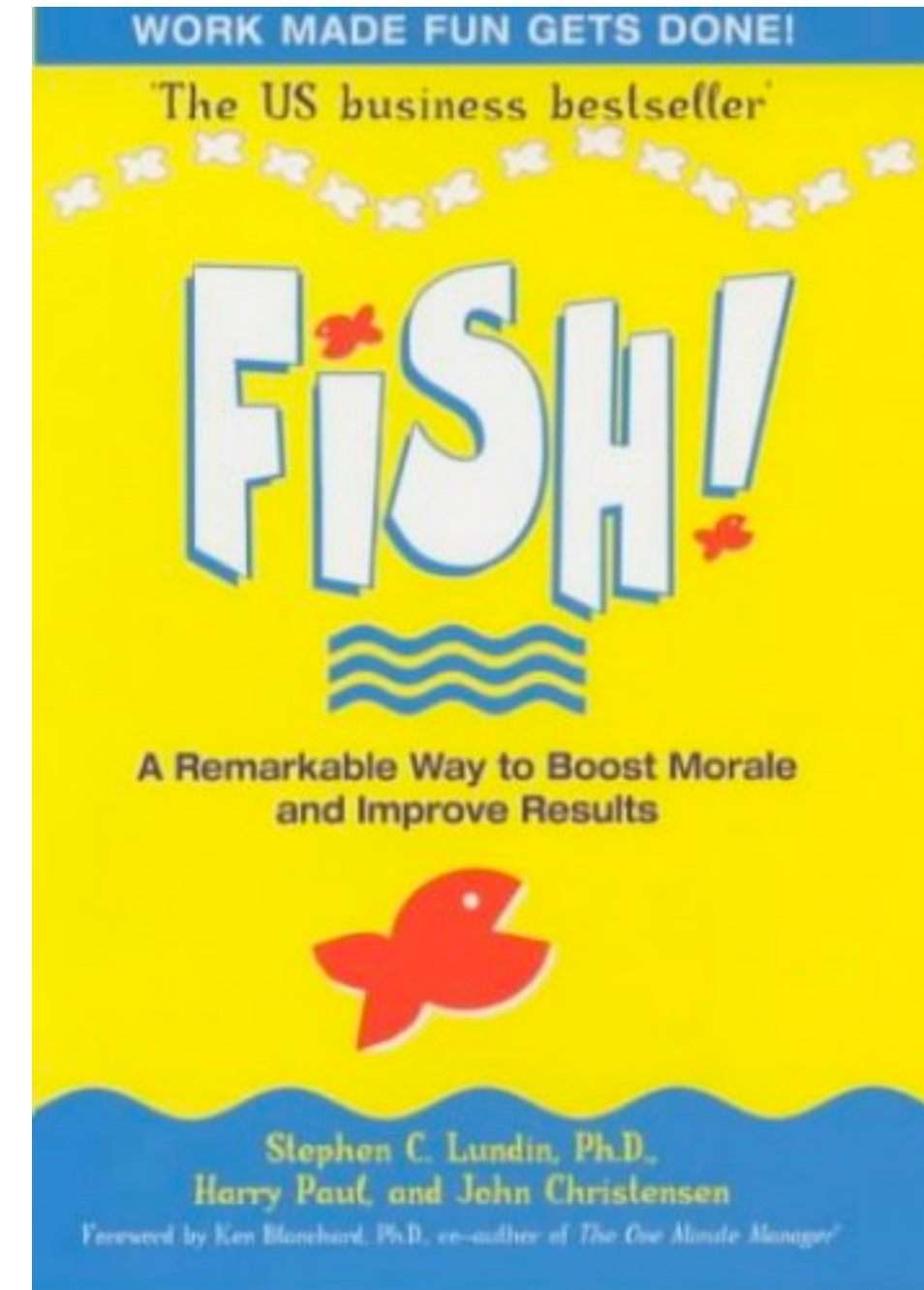
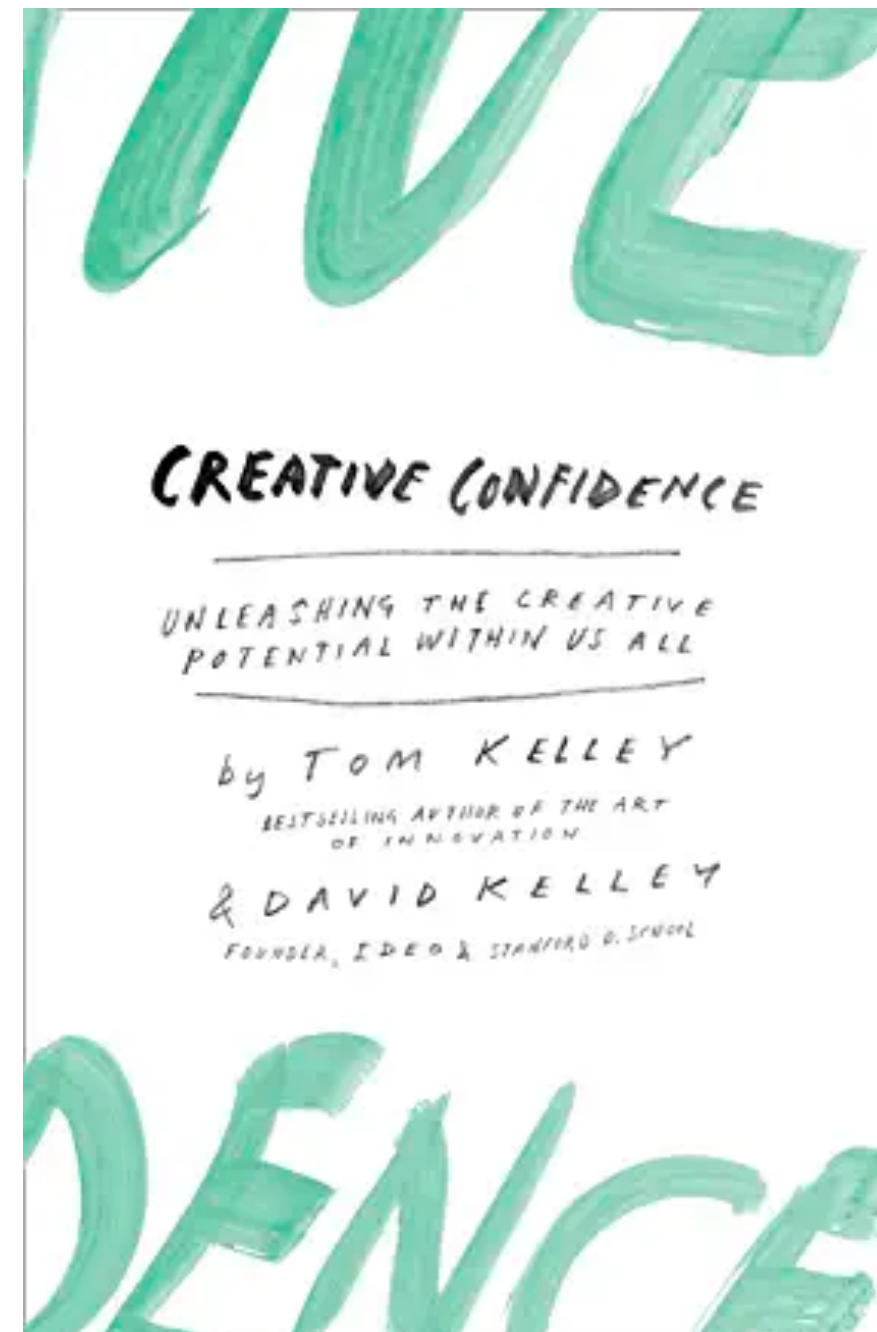
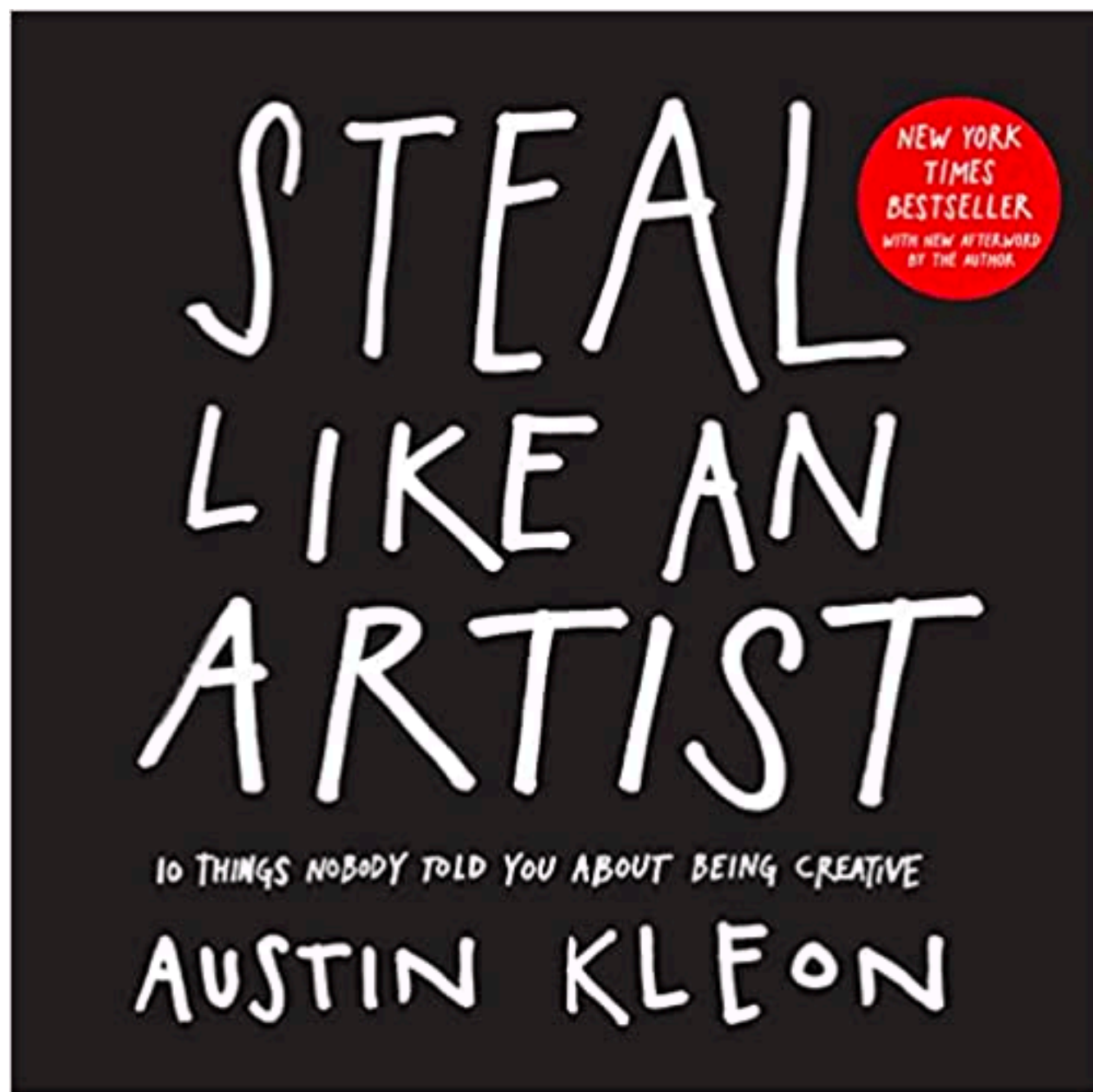
Is your superpower.

Become a creative badass by...

- Diversify your mindset.
- Challenge existing norms.
- Go beyond your safe zone.

Take on a creative challenge

Why not with your 🖐️ buddy?



A close-up photograph of a man's mouth and beard. He is holding several colorful pop rocks (pink, blue, and yellow) in his mouth, which are popping out. The background is a plain, light-colored wall.

Make it pop

**A Charity for
Abandoned Slugs**

Every year hundreds of thousands of slugs are left abandoned, thrown from their homes or brutally murdered by salt.

Spare a moment for our squidgy micro-snake friends and help raise awareness to their slimy plight.

make it pop is a tool for creatives looking to have fun while **improving** their **creative confidence** and **design thinking**.



**An Advert for a
Beauty Pageant
Sponsored By**

A fragrance for







Your creative potential
isn't just a possibility;
it's a guarantee.

**DEMATSIGN
TERS'23**

