

# Mastering Creativity & Innovation

*BIF People Program Introduction.*

*Better Ideas Faster.*

“

*BIF People Program is a ten-week learn and do experience for enterprising people to master creativity & innovation using the BIF Method; first deeply understand the neuroscience of creative thinking, doing and being, then apply it with others to innovate better ideas faster – solving problems for new value today, whilst unleashing the capabilities for transformative impact tomorrow*

”

# program

## overview

**BIF People is a 10 week mastering of creativity and innovation program and certification for all enterprise professionals motivated for personal and business growth.**

*"having delivered BIF People to hundreds of individuals and teams in organisations around the world, we're now packaging as an elearn-and-do-together certified Mastery Program that uses the process of innovating of new value to unleash people's creativity and impact the culture from within the organisation"*

MATT HART, BIF FOUNDER.

The program is:

- 1 Designed to enable professionals to deeply understand the behaviours of BIF Accelerated Innovation; beginning with the neuroscience of creative thinking, applying collaboratively using real-world challenges and then deepening capacities for creativity & innovation as a driver of personal performance and business advantage
- 2 For all enterprise professionals, businesses and organisations from startups and global corporates, drawing from cross-functional domains; marketing, sales and brand to human resources, operations and supply chain
- 3 Designed to knowingly overcome hardwired resistance to change (want to innovate but can't) by tapping into our equally hardwired innate desire for change (need to innovate and can)
- 4 Delivered in ten modules, each exploring a core behaviour of creativity and applied innovation that will realise new value
- 5 Proprietary methodology that has been developed and proven with global industry leaders, including input from outer minded thinkers and maverick entrepreneurs
- 6 Delivered by BIF Creator Matt Hart, internationally renown global innovator, educator and author expert in the practices of accelerated innovation
- 7 Delivered flexibly in secure online platform via a combination of short videos, podcasts & digital toolbox and weekly pre-recorded live Zoom sessions with BIF Founder Matt Hart
- 8 Minimum time commitment is 15 hours of learning with applied doing in the context of project works (live challenges) – knowing that the BIF Method saves time by solving problems and innovating new value faster

**BIF People Individual and Teams is available now.**

**For client cohorts please contact for details.**



# why BIF mastery now?

**We're living through a decade of disruption where ideas are changing our world at unprecedented speed.**

**This is the next great transition since the industrial revolution – from the recent knowledge economy into an exponential economy defined by radical systems change; computing, energy, biology, manufacturing, finance, sustainability, etc.**

**In this context, human creativity is today's defining and differentiating skill; relentless curiosity, bold ideas, always in beta test and development, resilient execution, pivoting with engaged audiences, etc etc etc.**

**Better ideas happen faster because creative people innovate new value together.**

**Yet too many are stuck with the 20th-century problems of innovation...**

*Critical thinking, creativity, and problem-solving are in the top 5 skills employers are seeking now*

World Economic Forum, 2020

## 20th-century hangovers

The brainstorm was created by New York advertising executives as a forum for idea generation. In the 1950s?! Most every other domain of business practice has seen constant evolution – and for some revolution – in the search for better efficiency, productivity, advantage and profit.

Not so creativity.

We continue to fundamentally misunderstand the what, why, how of creativity as a way of thinking, doing and being that drives personal and enterprise advantage.

Meaning organisations continue to struggle to quickly realise creative potential despite stated intentions – and so 20th-century innovation persists; brainstorming not brain science, 'not invented here' versus decentralised cultures and solo entrepreneurial perceptions versus performative peer-to-peer cooperation.

## Have a brain? You are creative

Let's start at first principles. Everyone is creative. It has nothing to do with the creative arts of drawing, singing, etc. We're all born creative geniuses – and whether through early education or formative experiences, most of us develop away from our innate creative talent.

We no longer identify as creative people... rather, we become big people with no idea!

## It's not if you are creative, it's how

Businesses that win don't lock innovation in a division. Through a systemic mix of purpose, behaviours and structures creativity and innovation become living parts of people and culture.

Mastering BIF begins with the neuroscience of creative thinking to reconnect everyone with innate talents. The challenge then is not if you are, it's how you can be creative to add unique value.

Here again BIF takes a different path from (outdated?) personality profiling. Innovation follows a process. That process has different steps that require different kinds of applied creativity. It's within this process that people apply their individual talents around which we can collaborate with others to accelerate exponential new value.

## But first, learn

There's no getting around it. Adult creativity atrophies. In the absence of knowing the brain science of creativity and then personally investing in it, we become locked out of our capacity to think creatively & critically save random spontaneous moments – thank goodness but, for around these sparks we can kindle new fires.

## Why BIF People Mastery?

Because creative thinking, doing & being is today's ultimate driver for high performing people, purposeful culture & resulting advantage.

# what's covered in the program?

**BIF People to master creativity and innovation is built around 20+ years of proven practices using the BIF Method:**

*use the innovation of creative ideas to unleash people's talent and impact the culture from within the business*

## Mastering the BIF method

BIF method coalesce 3 core disciplines of Acceleration Innovation:

### **Ideas Process (Doing)**

Organisations new to innovation discipline either over invest in process (derisking ideas until they're no longer of value) or under invest in process (intuition without data). The BIF process starts by translating the scientific method into a simple 6-Step process that adds the right amount of discipline to project works.

### **People Creativity (Thinking)**

Creative thinking is an individual talent that manifests differently for different people. Once creative competence is (re)built through deep understanding of creative brain science, it can then be shared collaboratively and applied through process to accelerate inputs, outputs and new value outcomes.

### **Cultural Purpose (Being)**

The ultimate driver of business advantage is culture – it can't be replicated, copied or stolen. The DNA of any high performing culture is purpose – and for BIF how lived purpose infuses every idea, and creates new lines of sight from within the business out to target audiences. Innovating on purpose is the ultimate advantage-making practice for all organisations.

## Informing a unique behavioural curriculum

Developing BIF mastery is therefore a journey of thinking (creativity) doing (process) and being (purposeful) through 10 unique BIF behaviours that people learn, do and master:



# how is this program proven?

**Creativity and Innovation is a difficult science to prove – tracking a moment of intuitive inspiration as the origination of what innovative sweat realised as \$millions of new value through engaged global fan bases, new global brands, new global organisations... tricky.**

**The best proof points are Matt's results from the coal face of experience.**

## 20+ years proven with industry leaders

Alfred Dunhill	Lux
American Idol	Magnum
Axe	McDonalds
BBC	MTV
BBC Radio 1	New Labour
BestBuy	O2
British Gas	Orange
Cancer Research UK	Powershop
CocaCola	Random House
Cisco	Rexona
Dept.of Education	Sony Pictures
Dove	Sony Music
E.ON	Spotify
Fonterra	Synlait
Great Call	Telefonica
Lively	Unilever
Lynx	Warner Music

American Idol



## Proven for growth

Unlocked exponential new value (new products & services, hundreds of millions of new fans, worldwide cultural transformation programs including training literally multiple hundreds of people in BIF method) for global brands from American Idol, BBC Radio 1 and Cisco to Spotify, Unilever, Unicef and Warner Music et al.

## Proven for science

The 4 Brain States that underpin BIF method are well known and documented. BIF Founder Matt Hart continues to explore the profound impacts brain science has for high performing creativity and innovation as a Visiting Fellow at the Royal Institute of Great Britain, including investigations into quantum frequencies impacting total brain performance as a cofounder of Patterning (see patterning.life)

## Proven for practitioners

A growing global alumni of BIF Practitioners who have been trained in BIF methods and continue to apply Accelerated Innovation practices as lasting professional impact in agencies, businesses, charities, education, government departments including startup graduates from entrepreneur incubators. BIF mastery is not theoretical – 'graduating' is becoming a practitioner of creativity and innovation for wherever your career takes you.

## Proven for sustainability

BIF is deeply connected to the shift to sustainability as the next-gen brand and business advantage. Matt has been at the forefront of the Sustainable Development Goals underpinning how Brand and Businesses purposefully adopt global-problem solving to deliver purpose & profit advantage – and join a cohort of other industry leaders doing the same.

## Proven for next-gen

BIF Founder Matt Hart is a global leader in translating the need for global problem-solving into products and programs to urgently develop next-gen problem solvers: BIFKiDS in schools for better ideas faster by kids, Madix & the BIFBOTS to entertain young teens and BIF101 as the program that's developing young innovators.

# your coach: matt hart



*"One of the smartest people I know"*

Ged Doherty, Chairman of the BPI and BRIT Awards, Co-Founder Raindog Films, Former Chairman and CEO, Sony Music UK.

*"It's his passion for future generations that makes Better Ideas Faster so compelling"*

Gail Gallie, Co-Founder Project Everyone, Former CEO Fallon UK & Ex Marketing Director BBC.

BIF People Program to master creativity & innovation was created and is coached by Matt Hart

Matt is a renowned creativity and innovation expert with decades of proven works including consulting, publishing, researching, practicing, coaching and developing proprietary methods for bettering ideas that impact the world faster.

He's 20+ years proven as an outer-minded thinker who combines the art of ideas, the science of process, and a deep trust in the power of empathetic creativity to innovate fans of world leading brands.

He's the middle child of a big and tumultuous Irish Catholic family in New Zealand. His first job was wild; becoming a forest ranger, roaming north and south to protect and conserve the natural wonders of 'middle earth'. He left to study the science of marine biology, following his passions for the ocean as a fanatical surfer. It was at University that he discovered his capacity for making new connections from vast amounts of data, and find patterns where others could not.

From this start, he learned to fuse together his love of the environment with a rapid-fire intellect to realise a totally unconventional out-of-any-box approach to creative problem-solving.

This talent landed him in London in his 20s. After a short stint in creative agencies, he left to set up on his own innovation practice.

He's known for Cone™ for Fandom, innovating

with everyone from Heads of State, no1 selling pop artists, and cinematic stars, to CEO's, household brands and wealthy footballers. He's co-founded tech startups, been an innovation ambassador for Unicef, and is a visiting fellow of the Royal Institute of Great Britain.

Inspired by extraordinary experiences that he had as a young man – that helped him heal in various amazing ways – he is now turning his lifelong passions of nature and creativity to the transformation of people & planet in response to global crises.

## Publications

### **A-Z of Fandom**

### **Madix and the BIFBOTS**

### **Ideas Girl**

### **Ideas Boy**

### **Parenting Creative Problem Solvers**

## Ventures

**Founder BIFKiDS** the platform supporting schools, educators and families to nurture kids creativity

**Co-founder Sideways** a new enterprise platform solution for modern learners to amplify learning and doing together

**Co-founder FanCone** translating fandom innovation into data science to show, know, and grow fans

# is BIF People for me?

**The skills of creativity and the practices of innovation will solve problems and innovate breakthrough solutions for any individuals, teams and organisations seeking new value, market advantage and meaningful impact. Mastering BIF will deliver all this better, faster.**

**Specifically, the BIF People Program to master creativity and innovation is proven to work for individuals and teams across:**

*"Matt is the best at making creativity a practical, everyday thing"*

Annie Parker, Global Lead Equity & Inclusion at Microsoft, Ex Consumer Marketing Director O2, Telefonica UK.

*"Matt can do any idea he wants - I told him just do BIF, it's that important"*

Gavin Thompson, Global Director of Innovation, Telefonica.

## Ideas

Any Front of House/Back of House individuals and teams tasked with NPD innovation (New Product Development):

- Front of House NPD as the innovation of new brands, products and services for targeted consumers, audience, customers and fans
- Back of House NPD as the new frontier of innovation advantage in supply chains, raw resources and manufacturing processes

## People

HR (human resource) practitioners tasked with Learning and Development including People Leaders, trainers, coaches and facilitators.

BIF People works for team leaders looking to expand their style and range to include mastery in creativity and innovation - from being a creative leader that nurtures people and ideas to better team facilitation that empowers exponential collaboration.

## Culture

Business leaders motivated to create and maintain high performing cultures in which creativity and innovation play a defining role:

- from understanding how ways of thinking, doing and being either nurtures creativity or killing creativity
- becoming a true leader for ideas
- making purpose the DNA of high performing culture

## Professional Learning & Development (PLD)

BIF People also works for general learning & development for a wide variety of roles & responsibilities outside conventional commercial businesses and ventures:

- Matt delivers BIF People to educators as part of his BIFKiDS works in schools & academies
- Matt delivers BIF People to parents and carers as part of supporting family environments that nurture kids creativity
- Matt has delivered BIF People in collaboration with personal development retreats in support of individuals 'venturing themselves'



# how will life be different after the program?

Mastering BIF is the platform to realise your creative potential faster.

Completing the program establishes a new professional platform for creative and innovative advantage:

*98% of 5-year olds are creative geniuses. That number plummets to just 2% in adults.*  
NASA LONGITUDINAL TRACKING STUDY

## Winning back time

No more time wasted in unproductive brainstorming or stale idea workshops. You'll solve problems faster, work on multiple projects that stimulate better than the parts, and win back time through smarter collaborations.

## De-risk

You'll better understand how to de-risk potential new innovations. Meaning more of your BIF ideas will progress to beta test and learn. This will increase the propensity for radical success to happen.

## Higher performance

Feeding your creativity will become a rewarding and productive behaviour for more high performing days. You will actively seek to stay curious and be empathetic with colleagues and customers because it professionally benefits projects producing new value outcomes.

## Personal agency

The start of any winning ideas is the confidence to express them, share them and build upon them with others.

As creative confidence grows, you will deeply connect with how your creativity empowers new personal agency to realise your best self.

## Living in flow

The ultimate reward will be living with a heightened experience of flow – recognising when you're in a state of non resistance and where serendipitous good 'luck' is increasing in frequency as to question whether it is random luck, or are you now creating the right conditions for luck to keep happening!

## New knowledge

Functionally applying new behavioural knowledge at work:



We trust in **curiosity**, continually feeding our creativity with stimulus directly related to what we're working on and the general culture that surrounds us



We continually exercise **empathy** with our audiences to better understand the role our ideas are playing in their lives... or could play



We **collaborate** with our colleagues and networks as and when required



We **facilitate** the projects we're leading to ensure we're giving new data time



We **design** experiences to best facilitate creative collaboration



We **lead** for ideas and other people's creativity



We increase our own capacity for creativity by **tuning-in**



We increase our **resilience** for our idea and ourselves



And we chip away at our **+1**, not because we have to but because we want to

# program timetable

## summary

### Masterclass Kickoff

Full BIF People Program introduction including recorded Masterclass with client team

### Week 1 Curiosity

An experiential introduction and welcome to the program with Matt going straight into the brain science of creativity and how curiosity is our neuroscience platform upon which everything else builds. Session ends with open Q&A about the program and last round of team intros and expectations.

**Learn** watch/listen/weekly checkin

**Do** Toolbox/BIF App

**'Live'** Weekly Pre-Recorded Checkin

### Week 2 Empathy

Matt coaches empathy as the driver of insight-inspired winning ideas through deeply understand the role our ideas play – or could play - in people's lives.

**Learn** watch/listen/weekly checkin

**Do** Toolbox 'Meet and Greet Sheet'

**'Live'** Weekly Pre-Recorded Checkin

### Week 3 Collaboration

Matt coaches the BIF 6-steps of Accelerated Innovation – first linear to build knowledge, then how applied creativity can accelerate. This sets up project works to begin at Brief – articulating the right problem to solve.

**Learn** watch/listen/weekly checkin

**Do** Toolbox Brief Sheet/Project work begins

**'Live'** Weekly Pre-Recorded Checkin

### Week 4 Facilitating

Matt coaches the building blocks of BIF creative sessions; Preparing, Meeting and Following up. Project works then progress deeper into Insight to gather data over time.

**Learn** watch/listen/weekly checkin

**Do** Toolbox Session Examples/project continues

**'Live'** Weekly Pre-Recorded Checkin

### Week 5 Designing

Matt coaches the fundamentals of flow in designing creative workshops, then bringing Facilitation and Design together to accelerate collaborating inputs and outputs.

**Learn** watch/listen/weekly checkin

**Do** Toolbox Case examples/project continues

**'Live'** Weekly Pre-Recorded Checkin

### Week 6 Leading

Matt coaches creative leadership styles and what this means for being a creative leader of others, including leading creative sessions.

**Learn** watch/listen/weekly checkin

**Do** Toolbox Leading tips/project continues

**'Live'** Weekly Pre-Recorded Checkin

### Week 7 Tuning-in

Matt coaches the building blocks of BIF creative sessions; Preparing, Meeting and Following up. Project works then progress deeper into Insight to gather data over time.

**Learn** watch/listen/weekly checkin

**Do** Toolbox Tuning-in resources/project continues

**'Live'** Weekly Pre-Recorded Checkin

### Week 8 Resilience

Matt coaches the twin pillars of BIF resilience; resilience on behalf of ideas (as they move through robust development trial) and resilience on behalf of ourselves to maintain courage and grit to keep on come what may.

**Learn** watch/listen/weekly checkin

**Do** Toolbox Resilience sheet/project writeup

**'Live'** Weekly Pre-Recorded Checkin

### Week 9 +1

Matt coaches the benefits of unbound creativity through the notion of a side hustle and how that compares to bounded creativity at work.

**Learn** watch/listen/weekly checkin

**Do** Toolbox +1 Worksheet/project paper submit

**'Live'** Weekly Pre-Recorded Checkin

### Week 10 Letting go

Matt leads the full program debrief & review to coalesce BIF behaviours into new ways of thinking/doing/being that allow people to let-go and trust new confidence, capacity and capability.

**Learn** watch/listen/final review Masterclass

**Do** Toolbox Scoring progress/project reports

**'Live'** Weekly Pre-Recorded Checkin

# what to expect (and not expect)

**BIF People to master creativity and innovation is a program for practitioners – who then must practice.**

**Given the program is designed around learning and doing, programmatic practice comes from applying the learnings in 3 ways:**

**Firstly** as new individual practice to keep building new creative capacity and confidence.

**Secondly** as new applied practice to keep growing new capabilities on applied projects.

**Thirdly** to realise new collaborative practice to continue innovating better, faster.

**After the program, you will continue to grow:**

Your functional capability to innovate will continue to develop; crafting better questions, empathising with customers & fans for deeper insight and cocreation, more inspired moments of new thought that become better ideas with others.

You'll collaboratively accelerate new ideas through test & development to realise new wins faster, pushing the boundaries of what's possible.

You'll be leading others in better collaboration that attracts others into higher performing ways of creative working.

You will become a leader of creativity and ideas.

People will notice changes in you – more open to the new, better listening and building upon others ideas. What you once thought of as soft skills will become new sharper ways of being.

Your belief in creativity providing personal agency will continue to grow as more rewards come – both a greater sense of coherence within, and alignment without in both work and life.

## What the program isn't:

It's not academic – it's about practitionership.

It's not about play – it's about performance.

It's not about generating ideas – in fact you'll come to experience the opposite!

And it is paced – it will take the full 10 weeks to reawaken and unleash your innate creativity.

## YOUR LEARNING COHORT

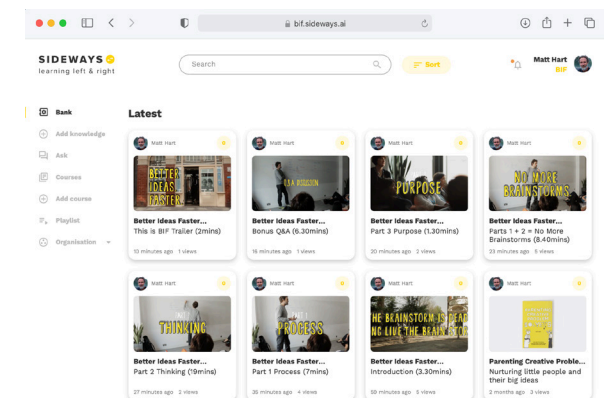
Creativity and innovation work best across diversity of function, people, experience and domains. Therefore, for all Individual learners (pairs) you will join a diverse community of people from different organisations who have taken the Individual option.

BIF People for client Teams take a closed program secure for new value innovation.

## COME FOR THE LEARNING,

## STAY FOR THE COMMUNITY.

Upon signing up for BIF People Program you'll be invited to sign up for the BIF community. It's a place for like minded people to connect, create and collaborate for the benefit of all.



# course materials, and certification

**BIF Founder Matt Hart is quietly innovating BIF to be a global stamp of creativity and innovation mastery:**

***solving the problems of enterprise creativity today, and developing the next-gen problem solvers of tomorrow***

**BIF certification will carry a recognition of personal and business investment in the skills, processes and behaviours that profit everything; ideas, people and planet.**

## Learning content to keep

The program is primarily delivered through video, audio and digital toolbox resources unlocked as you progress through the 10 weeks.

Once unlocked, you will have ongoing access to them (including updated versions) in BIF. (our intention is to cocreate with community members what ongoing access determines)

## BIF People Manual

BIF People mastering creativity and innovation content is beautifully presented in print in the BIF People Manual ('People' is named to overcome the notion that innovation just somehow happens, versus the obvious fact that it's people who have insights and ideas and it's people who collaborate together to make the best ideas happen).

Everyone taking BIF People gets a printed copy of the BIF People Manual.



## Certification

Mastering creativity and innovation does not include a 'test' for better ideas faster as functional knowledge will be learned and mastery will continue to grow with practice.

To certify, we persist with our self-directed learning and doing to have trainees personally reflect on their programmatic experience and capture their project as a paper to submit:

### **1. Personal Journal**

Every learner is encouraged to capture, express and answer how they have been transformed through reconnecting with their innate genius, what new benefits can they observe, and what new practice have they integrated to carry them forward

### **2. Project Paper**

Each learner/team is encouraged to capture their applied project as a summary paper. This paper should articulate BIF mastery in action – from crafting the brief, determining and identifying insight, inspired ideas and concepts into degrees of test and development.

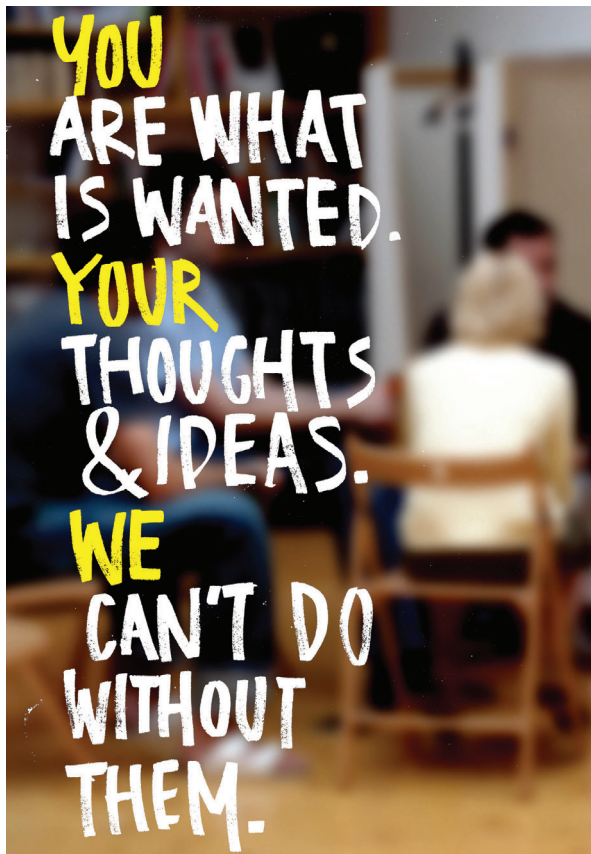
### **3. Completion Certification**

Each learner that completes the program as shown in our platform then is certified for BIF People Mastery of Creativity and Innovation, and receives the BIF program icon for use on social profiles, CV, PLD validation, etc.

# program cost, reserving your spot



Wining innovation happens because of people collaborating. We are offering BIF People for Individuals and Teams – solo learners can invite a free collaborator, and there's no limit on Teams size. We guarantee BIF People Program for Individuals and Teams – if there's a belief that ROI has not been delivered, we will refund no questions asked.



## Program costs

**BIF People Program Individual** Master Creativity and Innovation Individual purchase, receive a code to add a colleague/friend free USD\$759.00\*

*\*GBP£569/NZD\$1,259 (per person + taxes where applicable)*

**BIF People Program Teams** Master Creativity and Innovation Teams purchase, no limit of team numbers USD\$7,59.00\*

*\*GBP£6590/NZD\$12,500 (per person + taxes where applicable)*

Exclusive-cohort programs where BIF global consultants support with in-person Masterclass experiences, project leadership, personal coaching etc available upon request.

Discounts are available for charitable organisations and education institutions – please contact.

## What's the difference between solo or team?

We've been asked to provide BIF People for Individual PLD as well as for Teams – to clarify:

- 1. Individual** we know the power of shared learning, so for individuals who want to take BIF People we offer a '1 for 2' – buy as solo program and we'll provide a 100% discount code to take the program with a friend
- 2. Teams** BIF People was designed for teams of around 10–20 people as a platform to unleash collaborative creativity and innovation. We provide a closed online environment where teams learn and apply over a focus of 10 weeks

## Guaranteed to deliver

BIF People Program is 100% guaranteed to deliver ROI across new ideas, creative people, and cultural impact.

If for any reason you feel BIF People has not delivered as promised for you/team, we will refund fees pending a review of learning progress and an ask for feedback.

**To reserve your Individual place or purchase for your Team, please go to [betterideasfaster.com](https://betterideasfaster.com)**

**For client cohort support, please contact [hello@betterideasfaster.com](mailto:hello@betterideasfaster.com)**

**For more on BIF, go here [betterideasfaster.com](https://betterideasfaster.com)**

one more thing...

value for you = value for next-gen

Our BIF mission is two-fold:

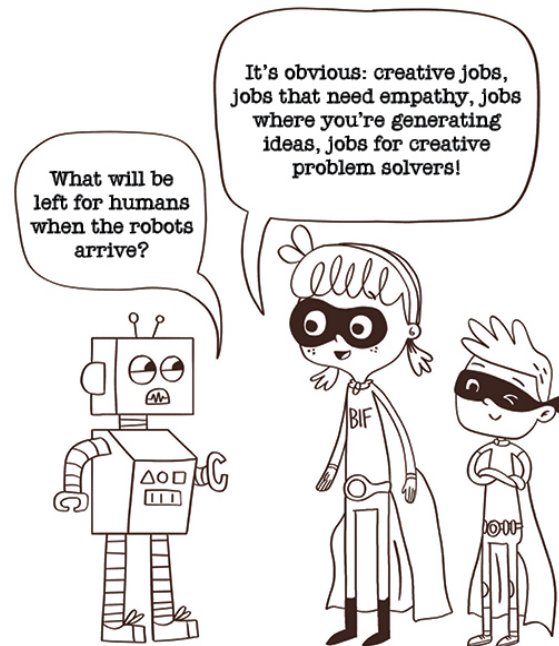
*solve the problems of Enterprise creativy today, and devleop the next generations of problem solvers for tomorrow*

Our BIF model is to use the revenue of the former to help support and fund the later.

That means for every individual and Team signing up to BIF People to create new value across Ideas, People, and Culture means we pay forward that value by investing in educating the next-generation of problem solvers, innovators & change markers.

Thank you in advance.

And, welcome to the mission :)



## INTRODUCTION

Dear Grownups

**THE ROBOTS ARE COMING!**

Machines, automation, artificial intelligence... all kinds of brain-melting technology is rapidly changing everything.

And, it's only the start - who knows what the future is going to be!

We parents, grandparents, carers, etc are the guardians of our kids' futures. Our job is to prepare them for a confident, thriving life. It's in this context that parenting for creative problem solving is urgent and critical; we must nurture the creativity within our little people so it becomes their life long asset.

Doing this confidently requires we adults having some creative know-how. Thus, this handbook is designed for your creativity, to renew awareness of it so you can better parent for it.

My goal is simple; help all big people knowingly and confidently parent our little people into their big ideas... they're going to need them in the future.

Here's to you and your Ideas Girls and Boys.

*Matt Hart*

Aroha, Matt Hart  
(BIFKiDS Creator)

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Taken from our BIF Parenting handbook – out on Amazon now.





To request more information,  
please contact [hello@betterideasfaster.com](mailto:hello@betterideasfaster.com)

