OUTSIDE THE BOX CREATIVE THINKING SKILLS

- At the beginning is the handout for watching the course, then fully completed slides are found starting on P. 219 in this course material (the PDF viewer has the slide numbers)
- It is suggested that you don't look at the completed slides while watching the video. If you do, punch lines are spoiled, it would be like watching a movie with the script in hand. Also, you may not do self-reflection on mini-cases, because the answers are right there!
- You may only want to take personal application notes while watching the course, not course content notes. But it is up to you…
- There is also a Cheat Summary of key course points, at the very end

COURSE INFORMATION

- This course deals with complex matters and may not apply to particular facts and circumstances. For these reasons, the course material should not be relied upon as a substitute for specialized professional advice in connection with any particular matter. Although the course material has been carefully prepared, neither Stephen Priddle, or the professional body sponsoring this course accept any legal responsibility for its contents or for any consequences arising from its use.
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OUTSIDE THE BOX CREATIVE THINKING SKILLS

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Courses For Accountants



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PRACTICAL PD

Introduction

- We will be together to learn about creative thinking
- Welcome CPAs and non-CPAs
- There may be some random, off the wall stuff from me, we don't want this course to be boring!

Introduction

The fully complete slides are at P. 219 of the course material here, but as explained on the first page, we don't recommend you view them until after taking the video course

In webinars

We do a few “get to know you questions”, here they are

Your instructor



Where am I?

I am at home in Ottawa, 9 km from

Me

- I was born …
- I grew up…
- We came to Canada
- I decided to be come an accountant

I have just had a job change

I am the co-owner, Secretary and Board member of SureWx, a global aviation software company

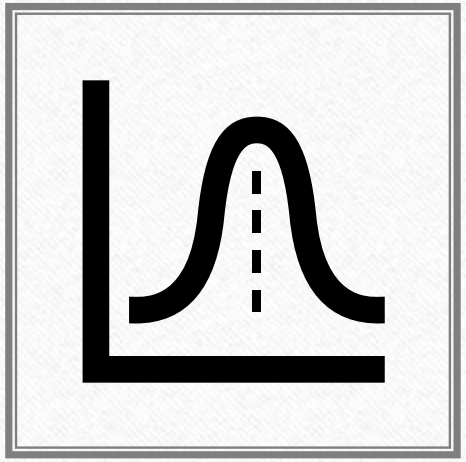
I just **stepped down** from the CFO job there this year in my 12th year, because I was effectively Co-President, and we decided to hire a dedicated President, and I can't be his CFO and boss at the same time

I will continue to grow this company while VP, Finance & CFO, of Fidus Analytics


Unlocking the Potential in Your Tax Data
Empowering Decisions with cutting edge technologies
Fidus Analytics Inc.
Commodity
Futures
Chart

Trivia

- I used to teach _____
- Lots of students skipped the professor's 3 hour class, because they felt they learned more in mine, and I was _____
- It was then I realized, I should teach
- But only on the side…



I have taught courses for over 70 different customers over the years…

- Businesses
- Universities
- College
- Groups (ethnic accounting, NPOs)
- Professional accounting bodies, including outside Canada

Course background

- As noted in the course outline, this is an expansion of this topic, which I cover in a shorter form in these courses:
- **Practical Tips for Controllers & CFOs**
- **Practical Tips for Not-For-Profit Financial Leaders**
- **Practical Tips for Government Accountants**
- People wanted more depth and people like shorter courses…
- I have included a few examples from those courses…as I felt it was necessary

Course objectives

- To teach you how to be a creative thinker
- To practice thinking outside the box
- To provide many examples of others creative thinking to inspire you and lessons from them

Course coverage

- Definitions
- Why learn this?
- Are you a creative thinker?
- Key concepts
- Counter- intuitive thinking examples
- Brain-storming

Course coverage

- Historic examples of creative thinking
- The obvious as creative thinking
- The impact of education and experience
- More historic examples of creative thinking
- The issue was survival

Course coverage

- The break the rules approach
- Break the rules applied in sports
- Make sure you always ask
- Some medical examples
- Some weather examples
- Outside the box inventions

Course coverage

- The millionaire with no education example
- Creative thinking in wars
- Creative practical jokes
- Public sector and NFP/Charity examples
- A memorable cost-saving example
- Some travel and traffic examples

Course coverage

- The case of the stolen shoes
- Kitchen examples
- A game
- How to create a dunk bunket
- Creative by accident

Course coverage

- Another obvious idea
- Manufacturing examples
- A way to practice creative thinking
- Get your staff thinking creatively
- Crime and creative thinking
- Two tax ideas

Course coverage

- A financial planning family problem
- Another creative engineering idea
- Applying this at work
- When are you creative?
- What happened with that idea?
- Conclusions

One definition of outside the box thinking

- *"Explore ideas that are creative and unusual and that are not limited or controlled by rules or tradition."* Merriam Webster dictionary

This will be a thinking course

- Don’t turn off your brain
- Like I used to do in boring university lectures
- You will be asked to think about a lot of problems, and brain-storm

All day long, we try to solve:

- Business problems
- Tax problems
- Accounting problems
- People problems
- Client problems
- System problems

All day long, we try to solve:

- Management problems
- Personal problems
- Family problems
- And more…
- **You will be more successful if your problem-solving is more creative and outside the box!**

I strongly believe that creative thinking will help you be more successful

- No matter what you do in life
- No matter where you work
- Creative problem-solving can be improved with a course like this and practice
- It is good to be at the meeting (management, board, any) and you come up with ideas/solutions, that are different and better than anyone else has presented…

CPA Magazine

- Leaders in 60 nations were asked to rank the most important leadership qualities
- The first ranked quality was _____
- Second was _____
- I tend to think they have the order reversed….but _____ is very important

Clearly, there is a need



This helps us compete with ___

Outside the box thinking – my modification to the definition

- If you can creatively use an _____ idea, that no one else has thought of using, I call that outside the box thinking, even if others don't include it in the definition, we will have examples of this…

Are you a creative accountant?



Who is a (legacy) CMA?

If you are, we know you are a creative accountant

They had ad's like this…



However

- Recent McKinsey Global Survey of public companies:
- *"non-CFO executives described their CFOs as lacking an innovative approach"*
- Innovative = **creative**….

Opening poll results

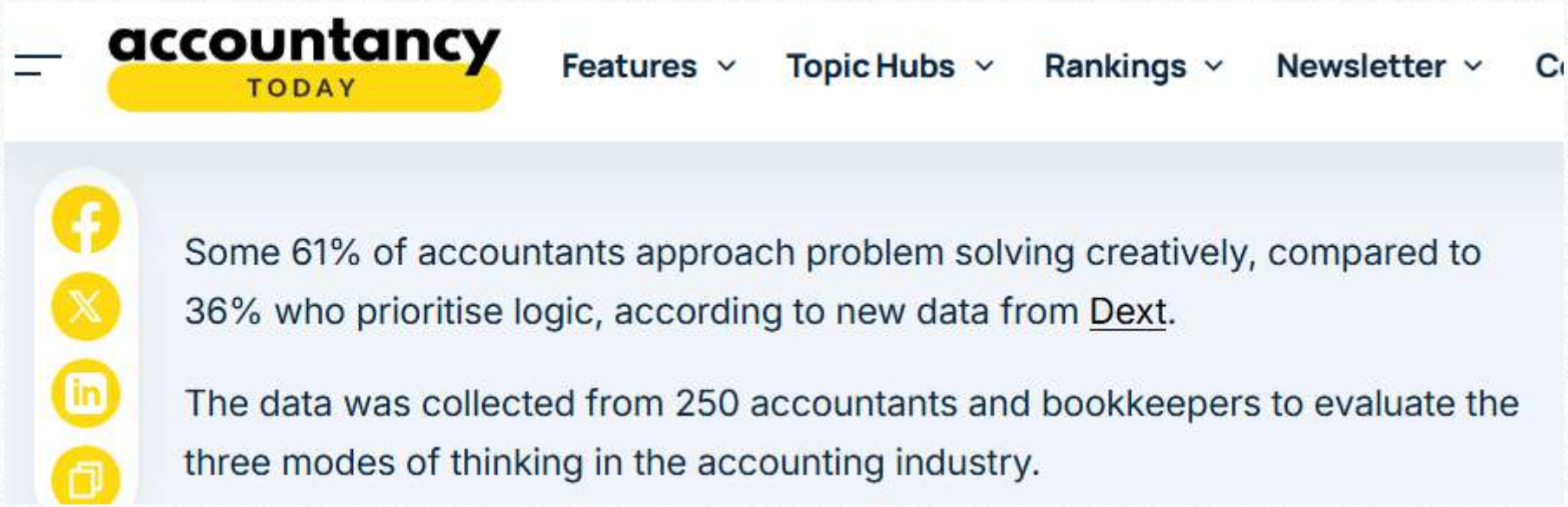


In the webinars, typically about ___ of attendees, usually CPA, claim to be outside the box, creative thinkers!



Based on this, you barely need this course, but are taking it anyways

A survey (British)



Since you are creative thinkers, share an example of your creative thinking

Type/paste it in the Chat right now or later in this course

I will give out a prize for an interesting one

We will be looking at creativity in all kinds of mind-stretching areas:

- Family
- Tax
- Contracts
- Business
- Medicine
- Jokes

We will be looking at creativity in these areas:

- Law
- Games
- Accounting
- And more

Notes

- I was less creative when I was _____
- I also have never read a _____ on outside the box or creative thinking…
- I have become more creative as I get older by _____
- Some people become less creative when ___
- I would like you to be more and more _____

I once taught

- In the legacy CMA Strategic Leadership Program which included Creative Thinking material
- It had obviously been created by _____and wasn't very strong, practical or funny
- There were only a couple of good ideas, but it partly inspired to create this material



It not possible



To spend an hour explaining how to be creative



The best way to teach this is see examples

In this course

I will use all different kinds of examples to stretch your minds

A mix of business and non-business examples

KEY CONCEPTS

Key concepts

- You should develop your ___ thinking skills
- Challenge your assumptions and come at problems from different angles
- Generate better alternatives, that others don't consider – maybe even counter-_____

Lateral thinking definition

- *"the solving of problems by an indirect and creative approach, typically through viewing the problem in a new and unusual light"* (Oxford's Lexico)

Lateral thinking

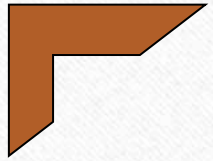
- Is _____
- Is usually non-_____
- May involve changing _____
- Looks for new _____
- Includes _____ approaches
- I will illustrate this with examples





Different angles

- Angles that are not _____
- Angles that others don't even ____
- Turning the problem _____
- Turn yourself _____ to see new angles
- We will also have concrete examples of this

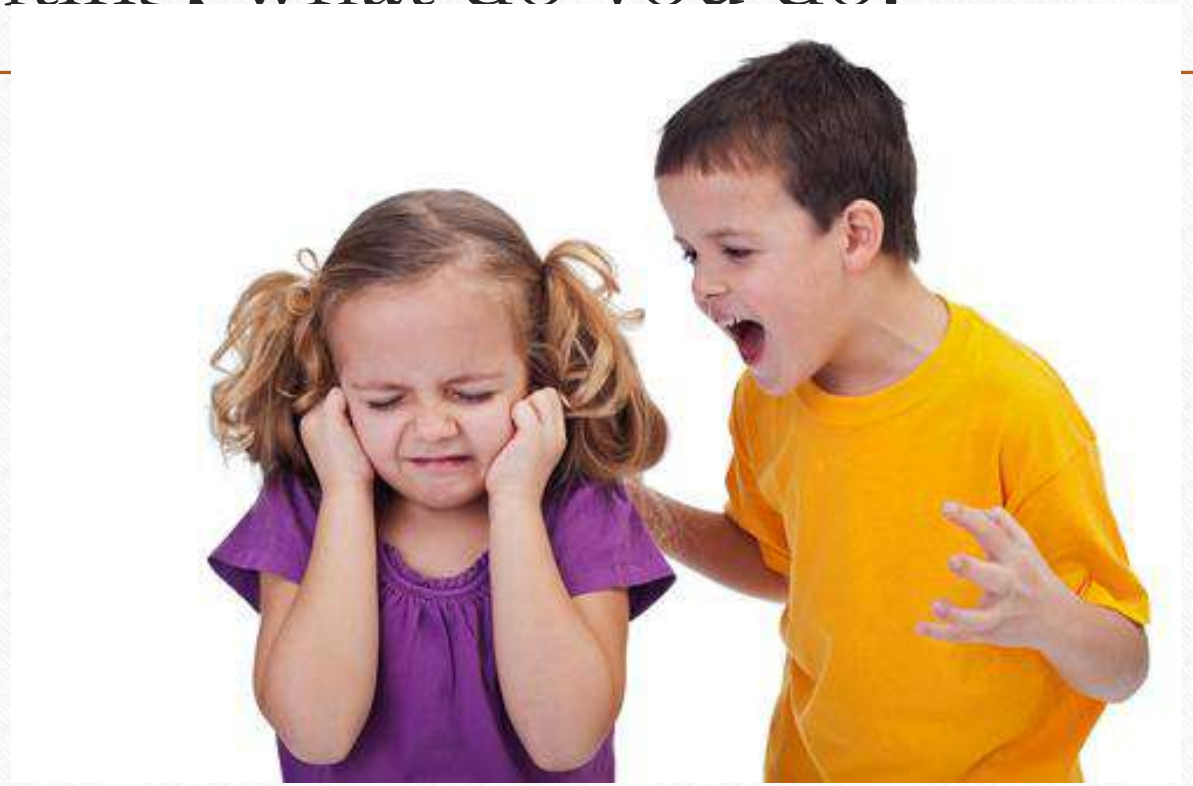


This course works best

- And you will learn the most, if you brainstorm and type lots of guesses/options
- Funny/weird guesses/ideas are very welcome in this course, for humour, and because they may have solution value
- But remember ethics, although this is not an ethics, we are constrained by our own personal ethics as well as CPA ethics

Let's go to the first example of counter-intuitive thinking in the world of the family

Your 4 year old and 6 year old are fighting, what do you do?



Let's go to the first example in the world of the family

- Even if you don't have kids, you were once…
- You can use your imagination

I recommend that you

- Pause the video at each case/question and try to brainstorm to improve your thinking

Type whatever comes to mind first in the Chat

A word on AI



These days, we might as well test AI on every type of problem/issue we face



However, in all my testing of AI, it stays _____



The means the _____ accountant still has lots of value, even if AI does some of our other work

AI applied to this problem

- That is not particularly creative: _____



More

And then

Noticeable

No _____ for the bad behaviour, that doesn't teach them anything

I am told many young people these days, use AI for parenting advice

This is OK, but what about _____

AI

- We won't put all the scenarios in the course into AI, but I can assure you that not a lot of ____ is generated, although a decent list of ____ approaches usually is…

Bonus in the webinar

You can see me brainstorm live, if you can give me a problem…

Type a short description of the problem in the Chat any time

I can't guarantee we will cover more than one due to time

Creative thinking tips

- The more ideas you generate, the greater the chance that you will hit a _____ one!
- Great solutions are often elegantly _____
- However, don't forget the _____! (Thinking too hard may mean you miss this)



Output

- A lateral-thinking man I know of
- I know a number of people who have worked with him
- They say he pours out tons of ideas in meetings, many of them garbage but some clearly worked
- #___ on Canada richest list (Forbes)
- _____, a billionaire



Note

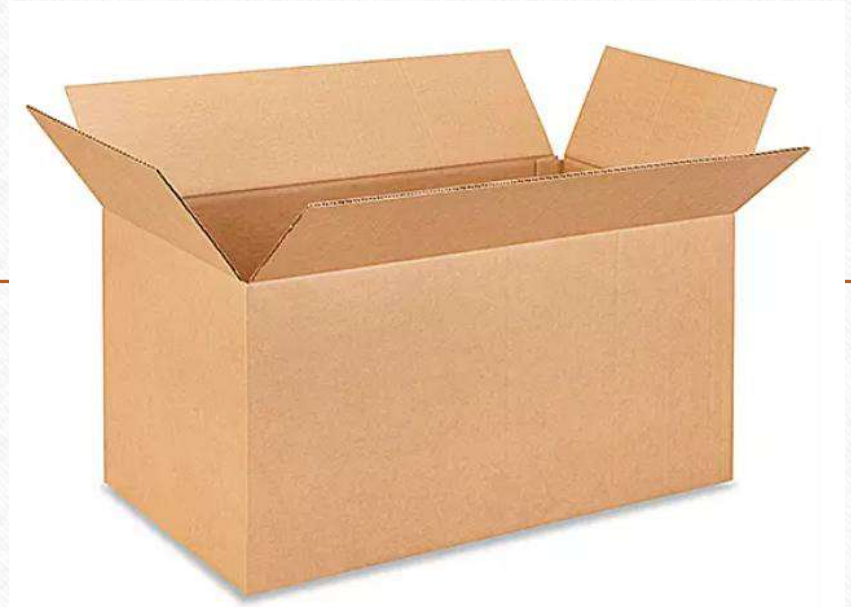
- I have worked with a European billionaire, but he made his $ by _____, he was not outside the box at all….

Group creative thinking



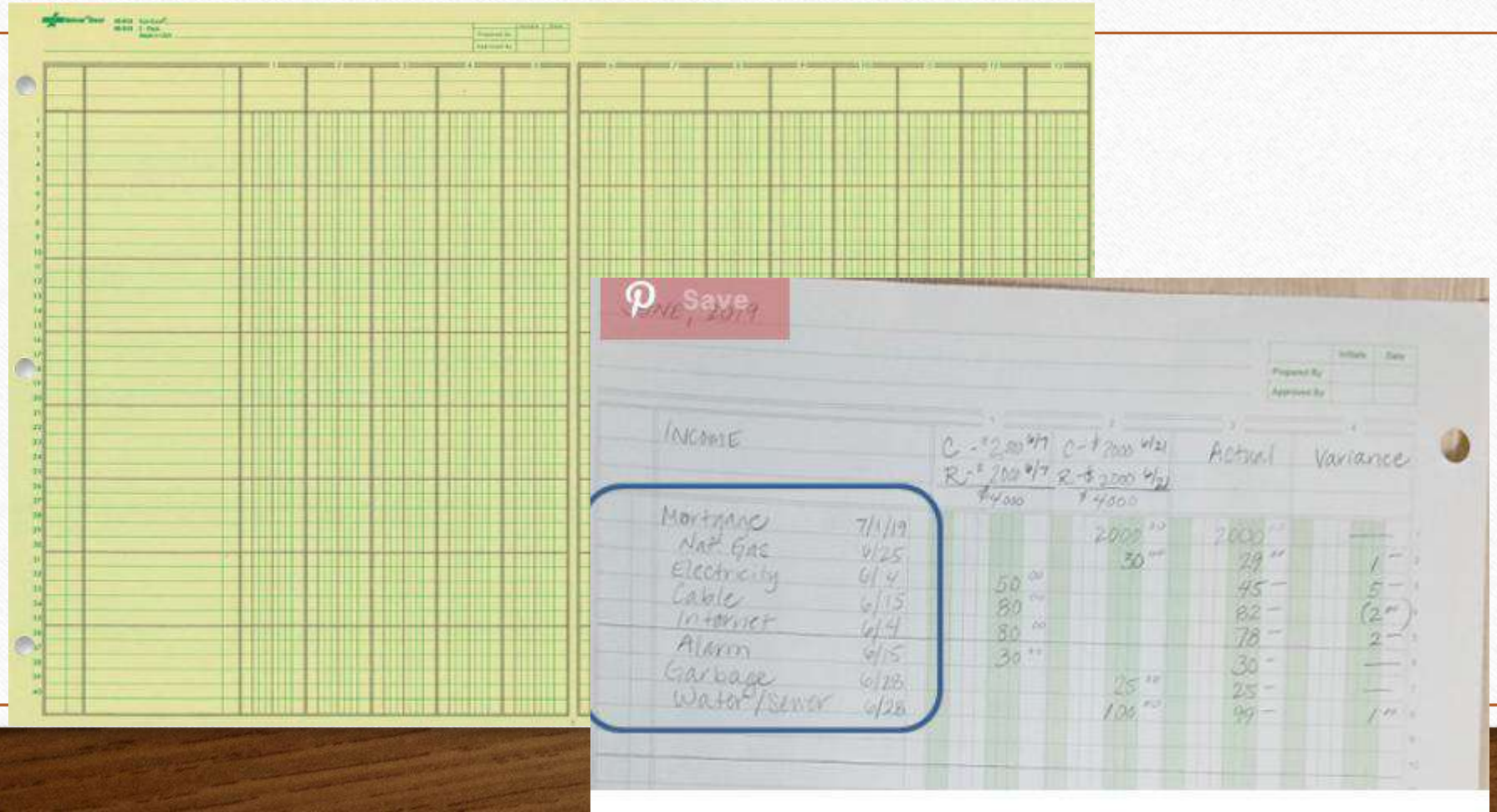
- 10:18:24 From Steph to Everyone: I've done an exercise where everyone _____

A diagram to help



ALL KINDS OF THINGS WE ARE USED TO, WERE ACTUALLY QUITE OUTSIDE THE BOX ORIGINALLY

Accounting for 100s of years



One day

- Then someone said, let's _____

I saw this the other day

The ____ life preserver

A good idea, we could debate whether it is outside the box or not

Obviously quick and safe to reach the drowning person….

THE IMPACT OF EDUCATION AND EXPERIENCE

Explanation

- You and I are over-_____
- Most of us have been tainted with university professors' _____ ways of solving problems
- Did this education really get you outside the box for problem-solving?
- ___
- In my family..

Is your education & experience hindering you?

- Sometimes you need to forget your education and your experience!
- Why?
- When you have education in an area, by default you look for solutions to the problem, from that _____…rather than different ideas
- When you have experience in an area, by default you look for solutions to the problem, flowing from that _____…rather than different ideas

Embarrassing accounting example

Problem:

Small foreign parent company never gives us (Canadian subsidiary), the reports we need

Question:

How can we resolve this?

Answer:

_____!

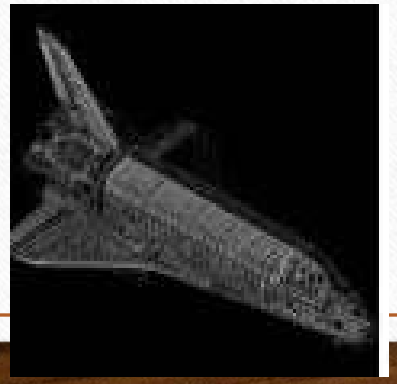
Writing in space



- Problem – a normal pen apparently won't work in a weight-less environment
- Solution: The Americans tried _____
- Apparently: The Russians _____!
- Lesson: _____

One version of the Space Shuttle

- Was apparently 400 pounds too heavy
- The best engineers at NASA re-designed it many times, but were not successful, the lift, thrust, payload, fuel trade-off would not work – they were _____
- Then someone said, let's _____ and that was the solution!



YOU PROBABLY FORGOT HOW CREATIVE THESE IDEAS WERE BACK IN THE DAY…

Problem

- People driving too fast on roads/in parking lots

You have been seeing linear thinking



Problem

- People driving too fast on roads/in parking lots

Possible solutions:

- _____
- _____
- _____
- _____

Creative solution

- Completely effective
- One time cost only
- No maintenance or on-going costs
- Durable
- _____

The problem

- Food gets stale and spoils if left uncovered

Possibilities:

- Costly plastic or other containers that don't fit exactly
- Plastic bags that are not easily re-usable and need a way to close, and don't fit tight
- Other?

The solution

How to save money re-paving roads

- In the past, just add another layer of asphalt…



How to save money re-paving roads

- Now they _____

A change of pace in the course

- The issue is survival

Let's go here in Alberta for our next example



The situation

- My wife and are camping in Jasper National Park Alberta, we rented a car and drove there, after I taught a CPA course in Edmonton
- We were sleeping in a tent in a very remote area with extensive bear warnings and no other campers around at all





What happened

- In the middle of the night, I hear what sounded like animals growling just outside the tent, more than one
- I hade no weapons other than a small knife, and no bear spray
- I can't see out and don't want to unzip and look, because it is noisy and will attract attention



Response

One way of thinking creatively is

- Break the rules….
- List all the rules and conventions in the context and deliberately break them to be more creative
- I am not talking about _____, but you could appeal laws, if those are the rules

Break the rules

Uber

- Uber did this in a massive way
- Broke the rules on the _____, and eventually governments agreed
- I was getting close to the Uber idea, when they _____
- I always felt that it was _____

Always question the normal way of doing things

- Famous hockey coach Roger Neilson
- _____ on penalty shots
- Until they _____…









Rogers Neilson - softball

- With the game scheduled at a particular diamond for 7 PM, his team would ____
- Meanwhile the other team ____
- Then Roger's team would _____

Years ago

- I came up with the idea that professional sports tickets should not be _____
- It has been adopted, they didn't ask me, years after I thought of it

Break the rules

- One of our kids when a teen said, “can I pay my credit card bill with _____?”
- I have never thought of that, I don’t _____
- I heard that in another country, one can _____
- Considering the _____ for large employers, I immediately contacted CRA about this…

Here is an interesting one

- One always wants to generate power/electricity
- Un-creative solution, create _____
- Examples: _____.
- But what about the energy generated every time _____
- This is what most ____do, very creative IMHO

Another problem



AI REQUIRES A LOT OF COMPUTING POWER, WHICH COSTS MONEY



WHAT IS A WAY TO OVERCOME THIS?



_____



AI WHICH NEEDS LESS _____



WHAT ABOUT ____?

This is an example

- Yes, there are _____ issues
- But this is very creative
- And we are not interested in any other _____

Musk likes to say

- When problem-solving, “question the requirements”
- I might paraphrase this as _____

Being creative sometimes just involves asking

- Your creative idea will never work for sure, if you don't ask…
- An example at a hotel
- _____

Another example

- Years ago, when no one when did EFT payments in Canada, but payroll was by direct deposit, my engineer CEO said to me:
- "Ask ADP payroll if they _____"
- They said yes, and we did it, and maybe he had created a "product" for them



I write cases backwards….

I write cases

- About 300 published cases, most of you have written them somewhere
- For 99% of my cases, I came up with the idea, mostly based on real-life
- A handful, I was given the general idea and had to come up with the case
- Usually, I refused, and used my own ideas

I write cases

- Example: the CICA for the CA exam, the UFE, asked me to author a case on _____
- _____ is an outside the box idea…
- I declined so someone else wrote it
- Of course, I could not disclose this to anyone until after the case had been written and published by someone else…

Creative idea

- With one employer, we put a part that had **no** _____ in the product
- Why?
- To ____ competitors with respect to _____
- They would naturally assume it was there for a reason
- I can't give you the details obviously….still out there

THE MEDICAL WORLD

The pandemic

- COVID-19
- We must have all likely all spent time thinking about the problem
- What about some different angles **when it was dangerous,** ignore all solutions already used and consider the health-care worker shortage

COVID-19

- _____
- _____

Related to this, my ideas

- Health care and dentistry is too expensive
- I am convinced many repetitive, simpler, common tasks, can be done by someone without 10 years of expensive education
- The _____
- The _____



I am waiting for a problem from you to solve….

In the webinar

Someone had a problem

- I work for a water park, and the weather is the greatest business problem, help me with your creative thinking?
- What do you think?

Put your creative thinking hat on ponder this one

Another weather problem

- It is June, our business must perform some winter R&D ideally at an airport, urgently, before September
- But it not cold enough anywhere in Canada, even in the Arctic



Another weather problem

- What ideas can you come up with?
- _____
- _____
- _____
- _____

Outside the box inventions

- I am always inventing outside the box gadgets – sometimes I find they have already been invented
- I have always been concerned about police high speed chases
- In my mind I invented the _____
- However, I have found someone beat me to it

On my bike are several outside the box "inventions"

- A system to _____
- A _____
- A hidden _____
- And more
- Not sharing them, in case I want to ___ them…



If you are an inventor type

- Make sure you patent the idea when you come up with it, although there are cost and jurisdiction issues and the question of whether you could afford to defend it….

Helps your thinking

- Imagine an 84 year old high school dropout multi-millionaire businessperson – would they be more creative than you and I on business problems?
- Think about what would _____ do in relation to the problem you are facing

WARS

Wars result in the need for outside the box thinking

Re weapons, defenses, strategies, spying, code, escape and more…

Problem

- Escape from Germany POW castle in WW2
- What are the options?
- Tunnel out under walls
- Climb over walls
- Hide and get out main entrance in garbage, etc
- These are inside the box



Solution

- _____
- _____

Note

- This is a positive result
- Creative thinking in war often results in finding more ____

BACK TO MY CHILDHOOD FOR AN ESCAPE STORY

I am a grade 7 student

- I am badly behaved, so I get a “detention”
- School ends at 3:20, I get detained in the classroom until 4
- The time is passing very slowly….



What should I do?

Creative practical jokes



- I have tons of ideas, some have been actioned
- When our kids were teenagers
- Change the ringer on my phone to _____
- Hide the phone in the minivan, when one of our teenagers was driving
- Call my phone from another phone!



Creative practical jokes

- My Dad told me this one
- When he was at Cambridge, the students were well known for pranks
- Some students once partially dug up a road, and left some constructions signs there
- It was months before people realized it was a prank



The students thought of a new prank

- They found _____

Don’t worry

- If you are not coming up with as many ideas as I am
- I have more years of experience, I have got ideas from past participants

Creative thinking for the public sector

Some of you work there or will end up there

I am against discrimination

- In the job world
- Example from a CPA in a course
- CPA gets turned down for a job interview
- They tell him 10 years later, they assumed he was from a certain race due to his name, so they didn't interview him!
- His name was unusual, he was not from that race!
- Few employers would disclose this kind of thing



I am against discrimination

- How can we stop/reduce discrimination on non-job grounds?
- I came up with this idea years ago
- _____



I don't think anyone could disagree with running the public sector more efficiently

- Firefighters are a huge cost for cities and municipalities
- Obviously, the volunteer, on-call FD is one way to save money, can you think of others?
- I have always felt that since _____



Some US cities have tried another approach

- _____



The underground economy

- CRA employees _____
- The sales are then _____
- If not _____



Creative accounting in the public sector

- No one wants the crown organization to book a huge environmental liability, but it is the right thing to do
- Office of the Auditor-General says they will qualify the audit report if it is not booked
- Solution: _____

Turning to the volunteer world

- How to replace me in an NFP volunteer role?
- Many have faced this
- Some options:
- _____
- _____
- _____

Solution

- _____
- _____
- _____

NFP management

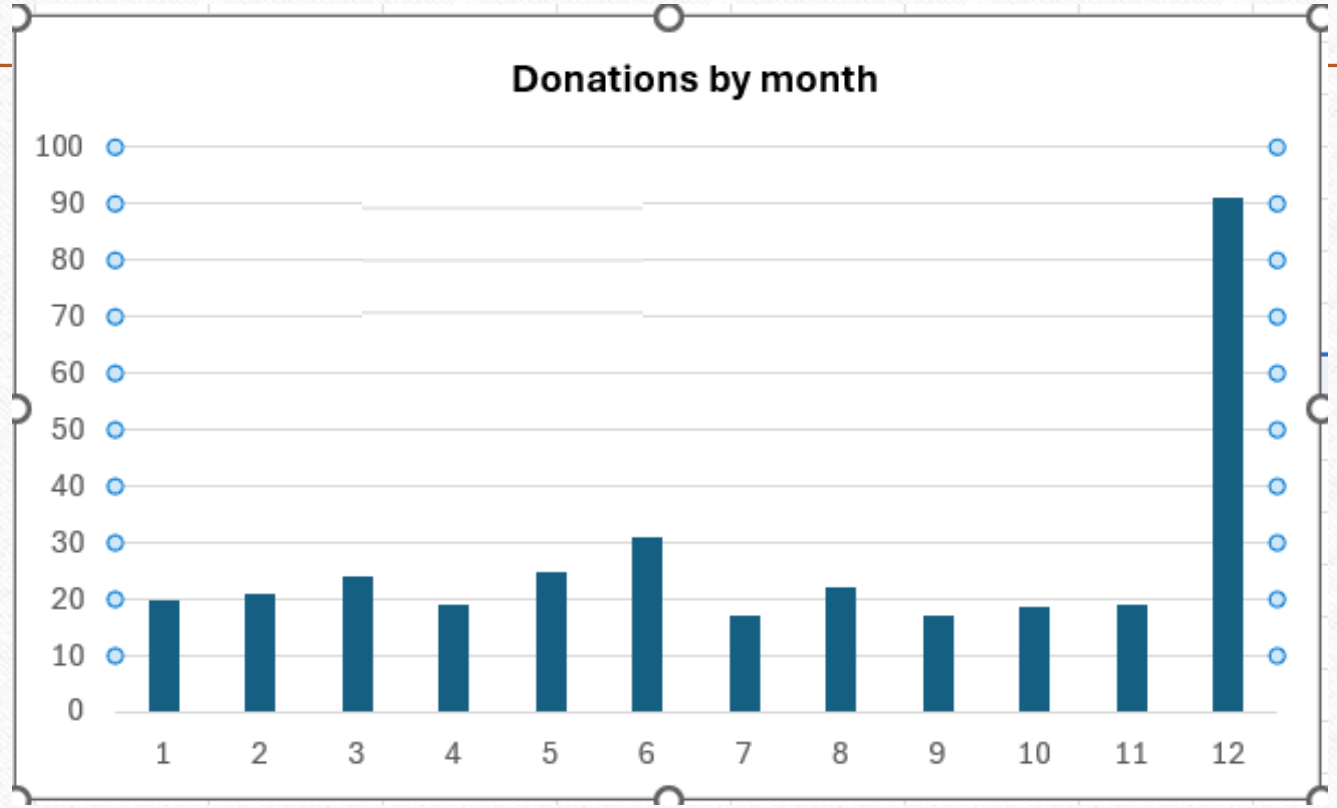


Charity is purely donation funded and has a December year end, and gets most of its donations in December, because of the tax donation deadline



Huge budgeting problems, costs greatly exceed revenues, every month of the year until December

The regular trend



NFP Management

- Solution: _____

More NFP thinking

- Charity has a valuable mortgage-free building and doesn't like to borrow
- How can it benefit the charity's "cause" with this?
- Possible solution:



Maximizing charitable donations credits

- Problem: Students and seniors who don't pay tax or much tax, make charitable donations, without any tax benefit
- Solution: They _____ to higher income individuals, to donate, at the maximum tax credit amount, and who can gift the refund back

Cost-saving example

- Question all costs creatively
- A company has found a way to save trees cut down to produce ____ with an outside the box, simple idea, what is it?
- _____

One more toilet illustration



How to save a litre of water every time everybody in the city flushes the toilet?



The idea



Creative, but there were problems because…..

Picking people up at the airport

- Arrivals is congested and crowded at the larger airport
- It is always hard to pick people up
- You usually can't meet them in the first lane close to the airport, it is reserved for buses and taxis, etc

Come at the problem from different angles

I saw this shirt the other day

A new one

- Shoe manufacturer is frustrated with how often its' containers of shoes being shipped to foreign markets are broken into and shoes are stolen.
- What is the solution? _____





Since we are in the kitchen

I learned recently

- That ovens in pizza restaurants, are way hotter than the ovens in homes, 650 to 800 degrees F, I hear
- This cooks pizza faster and better
- We make a lot of homemade pizza, but wouldn't want to buy a new commercial stove, just for pizza

Option

- In the last week, I remembered that _____

Do you think I am outside the box or?

CLICK HERE IF YOU THINK THE INSTRUCTOR IS CRAZY

Let’s have fun

A problem-solving game

- I learned this when I was about 18
- It is really fun
- I have used it with _____for creative thinking
- I have used it with ____in the legacy program

A fun game



The game

- You tie pairs of people, who don't mind being very close to each other (inside personal space)

Instructions

When I say **go**, you must get apart, without:

- Slipping the loops off your wrists
- Untying the strings
- Cutting or breaking the strings
- (if they break, fix and continue)

Prizes for the pair that gets out first

- Or at least try the hardest
- GO!

Solution

I think many of you under-estimate yourselves

- You say “I am not that creative”
- I don’t think I ever will be creative
- A CPA who said she was not creative …

- Keep trying
- Leverage this course’s ideas

The dunk bucket



How to make one to have fun with my kids?

Problems:

- A long time to fill up, 1,000 plus litres
- Needs to be strong to hold person up
- Needs to be strong to hold all the water
- Expensive to build
- Made of steel, heavy and hard to move around – needs trailer

Solution – help me, what do you think?

Different angles

Then the solution hit me

- Make _____

You say

- Ideas don't just hit me
- I think if you _____

Note

- 15 years later, I found _____

Sometimes creative ideas happen by accident

- You probably know the _____was created by accident, the ___ wasn't working properly..



Sometimes creative ideas happen by accident

- I use a piece of plywood with a small hole in it, in building my backyard hockey rink, unintentionally
- Our kids use it to improve the accuracy of their shot
- Then _____

The Rideau Canal

- Goes from Ottawa to Kingston, it is 202 km
- It passes 1 km from my home
- You heard about it earlier

The Rideau Canal

UNESCO World Heritage Site



The Rideau Canal

- I have canoed _____
- Like many waterways in Canada, weeds are a big issues, some invasive species
- Fouling the waterway, bad for swimming, but tangling boat propellors is the biggest issue
- Solution: _____

MANUFACTURING EXAMPLES

Home building

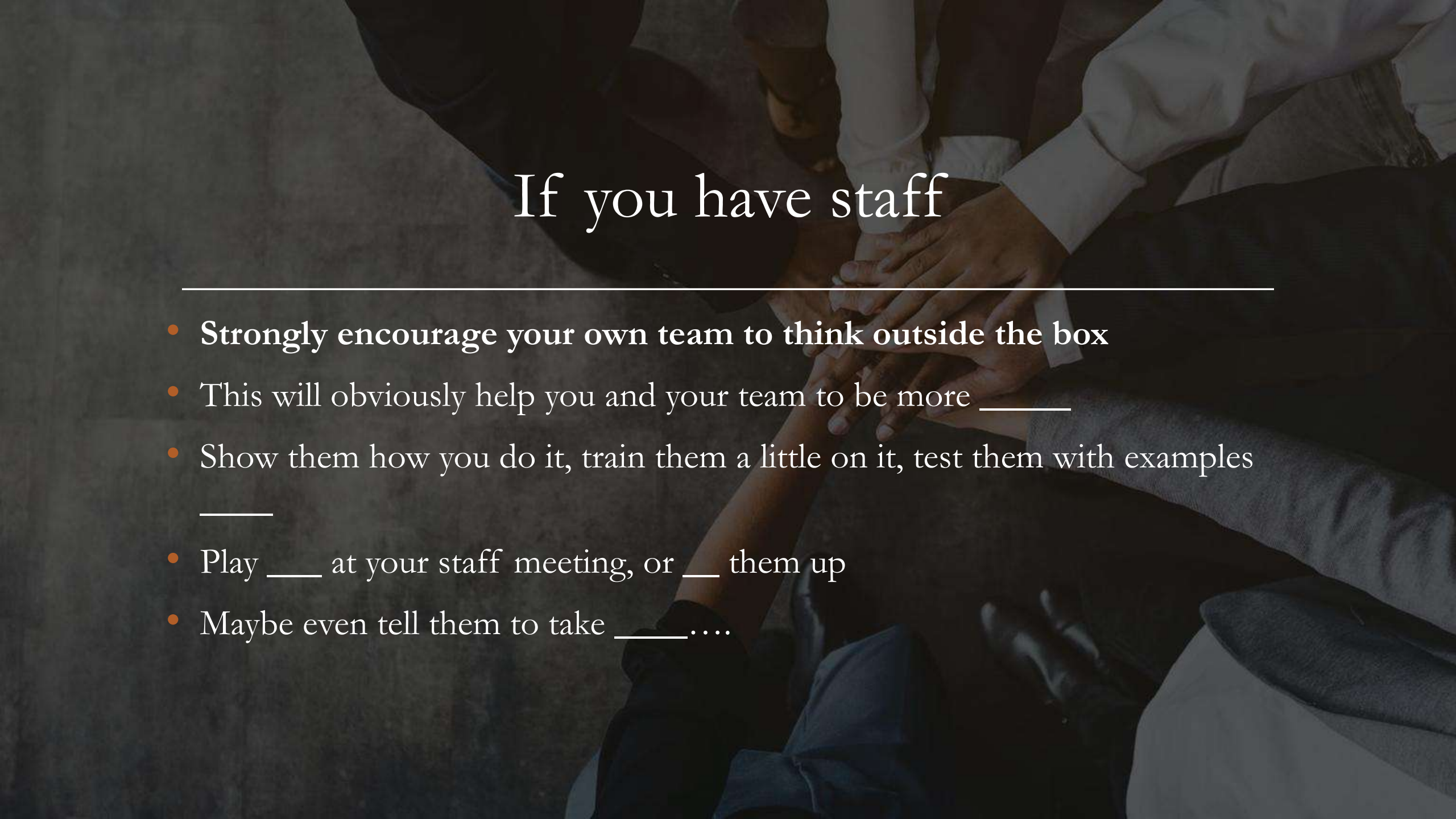
- You build a home on the site
- This is an outdoor, uncontrolled environment, so there are quality and other issues
- But we manufacture _____

More

- One of my brother's is an investor in a business ____

How to practice creative thinking?

- Someone in this course said the best way to practice creative thinking is "____"
- That is interesting
- A favourite party game in my family is _____, sort of the same thing I think



If you have staff

- **Strongly encourage your own team to think outside the box**
- This will obviously help you and your team to be more _____
- Show them how you do it, train them a little on it, test them with examples _____
- Play ___ at your staff meeting, or __ them up
- Maybe even tell them to take ____….

Random – the glass of water



- I am travelling in Asia for the first time
- It was hot, no air conditions, so as is my habit, I kept a glass of water beside my bed, to drink in the night
- My host saw it the first morning and asked me if I had a cover for it, I said no
- The host said: _____

Criminals

- Have done all kinds of outside the box methods to commit crimes
- Some we have not heard of, because the police never solved them
- We won't _____

Since I was taking about crime

- In high crime areas, with lots of cell phone and wallet taken in hold ups (not pick-pockets
- The solution _____

More crime fighting

- Uber/Lyft/taxi drivers being robbed
- Solution: _____

Youthful outside the box tax idea

- CA students like me were very poor, making about $18K salary, with lots of unpaid overtime
- 18% of earned income RRSP room could not be carried forward, if not used, in those days
- My idea:_____

Another tax idea

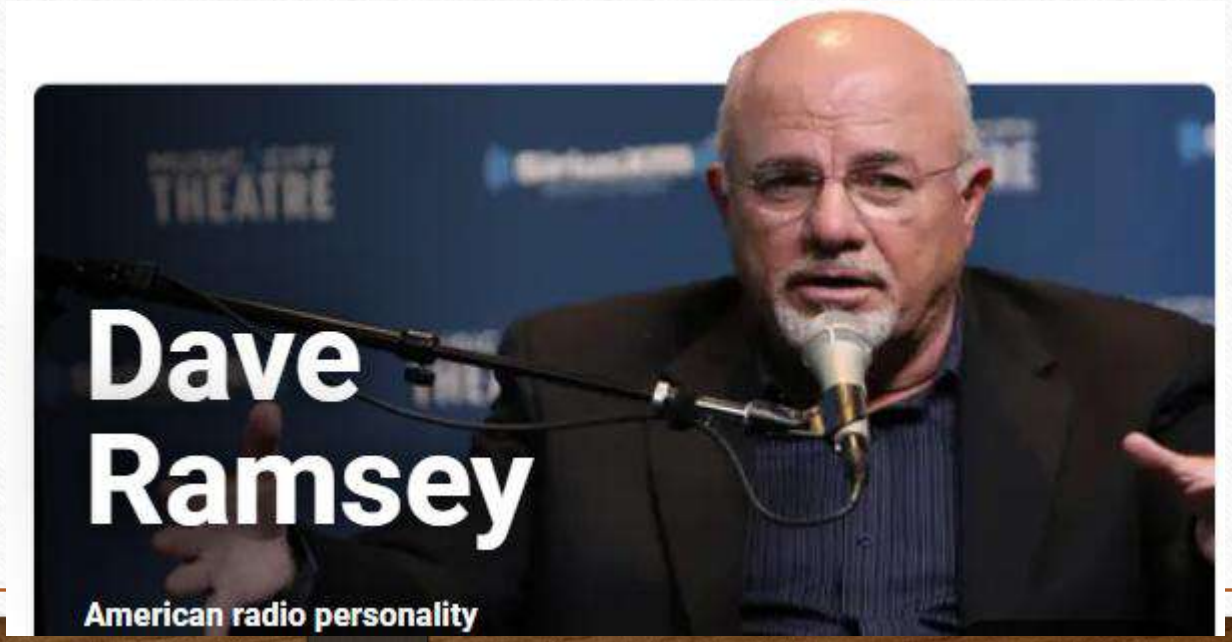
- Facing a tax problem, as I was moving on from a company, where I had been CFO, where a certain tax benefit was eroded by profitability and size
- Because of the many investors involved, who were not employees, it would be impossible to _____
- I came up with an outside the box solution involving ____

Another tax idea

- I had a model PWC helped create and I put this in the model and it saved tax at 2-3 x the payment amount, which is rare in the tax world
- I went to PWC and said, “would this work”?
- They said _____

A financial dilemma

- I heard one exchange like this on a show, by one of the most famous financial experts in the USA, Dave Ramsey



Question like this

- “Before she died, my wife promised $300K to each of our kids if we sell the house. I must sell the house soon, but I am convinced that this type of money would be bad for them, they are 18 and 20. What advice do you have?”

Analysis

The famous guy's answer

_____

You _____

What did I think?

- _____
- _____

The last example is set in the world of aircraft de-icing

Explanation

- If there is anything on the windshield of your vehicle left outdoors, they are de-icing the aircraft at the airport (freezing rain, ice, frost, snow)
- It is illegal and dangerous to fly with contamination on the wings

Current aircraft de-icing method – spray hot glycol

- Expensive, poisonous, can‘t be done while loading the plane, slow, delays flights, bad for environment, gets in the ground water & rivers & lake



The creative alternative

Aircraft de-icing solution

- It is _____
- How come no one thought of this before?

The answer:

- How come it took so long for _____ to be used?

Point: An obvious solution, may be very powerful

On a related topic

- I have to travel to teach courses in other cities, alone, on crutches after hip surgery, what should I do?
- _____

I know what you are thinking..

- This guy is _____….
- Some of the most creative people have been viewed as _____

In the webinar, I say wait

- We have __ creative thinkers here, and I asked for examples of your creative thinking and have got none
- In fact, I have asked thousands of people taking a portion of this course material, and I have only got about _____!

Past examples, from about five

- "I created a spreadsheet to do _____ calculations"
- "We put a fan on the _____as the smell bugged husband"
- "We have rabbits roaming the house, so we _____…."

What does this mean?



Post course comment

- “Great course. I have been an accountant for 30 + years and **I am embarrassed that I** ___



Applying this at work

- Every time you come to a problem, ask yourself if you are thinking outside the box, challenging your assumptions…
- Tip: find your most creative ___ and ____
- Some people are more outside the box than others, but you can improve this ability

When are you most creative?

For me it is _____

Another time I am creative

- When I would rather not be creative…
- When I ____

Thinking tips

- Are managers paid to be creative?
- Does your culture reward creative thinking? Or scare people from coming up with creative ideas, which sometimes involves risk?

People ask me to do short consulting assignments

- To get some outside the box ideas
- I have ____

Note

- Send me an email if you get a good outside the box idea inspired at least in part from this, one day…

CPAs on this material

Sometimes I miss the obvious!

- I am really dumb most of the time
- My wife could confirm this….

A brain weakness I have

- I can be creative, but I often don't connect things, my _____ is less creative but connects better
- Example: _____

WHAT HAPPENED TO THAT DE-ICING TECHNOLOGY?

In a nutshell

An Air Canada pilot - a de-icing expert - said the story is like that of the

Don’t get distracted

- After this course, you are always brain-storming on things and getting creative, but neglect _____



Top Participant

Check out my other courses

- I have about 20

In my other courses, there all kinds of outside the box ideas

- Special preferred shares for a ____
- How not to take ___ for an answer in negotiations
- A systems ____ tip
- A great ____trick
- ____ solutions
- Financial reporting, don't just roll up the number like 99% of accountants do
- Making employees happy with ____ ideas
- And many more

Closing comments

- I trust you were not bored by this video but learned from it
- The fully completed slides are on the next page here
- You can do LinkedIn with me
- You must complete the quiz, where applicable

PRACTICAL PD

HOW TO ESCAPE THE ACCOUNTING BOX

PRESENTED BY:

Stephen Priddle, CPA, CA, CMA

President

Practical PD

Courses For Accountants

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OUTSIDE THE BOX CREATIVE THINKING SKILLS

PRESENTED BY:

Stephen Priddle, CPA, CA, CMA

President

Practical PD

Courses For Accountants



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PRACTICAL PD

Introduction

- We will be together to learn about creative thinking
- Welcome CPAs and non-CPAs
- There may be some random, off the wall stuff from me, we don't want this course to be boring!

In webinars

We do a few “get to know you questions”, here they are

Type “music” in the Chat

- If you can play a musical instrument proficiently
- Apparently it is good for the brain, maybe it connects things
- I don’t have that connection, no musical talent
- Our kids…







Participation

- 11:05:47 From Susan to Everyone: Drums
- 11:05:49 From Partner to Everyone: Piano
- 11:05:47 From Ash to Everyone: I whistle well

Type “pack” in the Chat

Type “pack” in the Chat

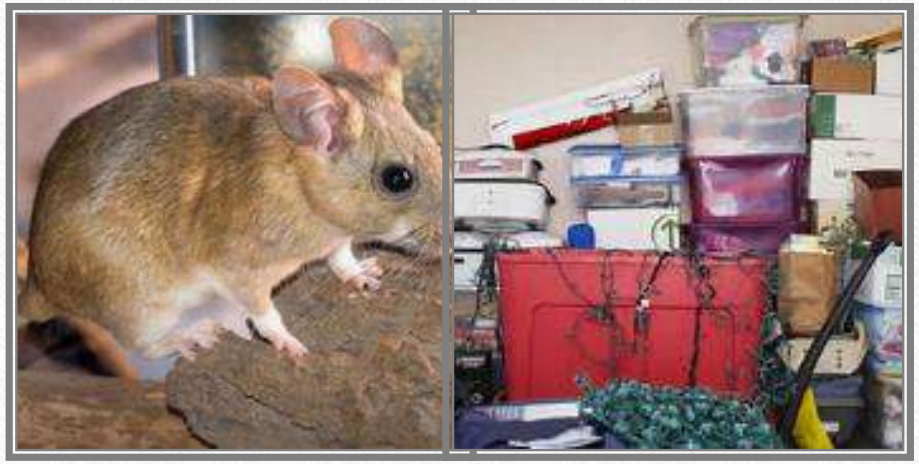
- If you are pack rat





Type “pack” in the Chat

- If you are pack rat
- Your philosophy is I might as well keep it, I might need it one day
- This is me
- (My wife is the opposite….)
- Vindicated the other day
- 33% in a recent webinar were packrats!

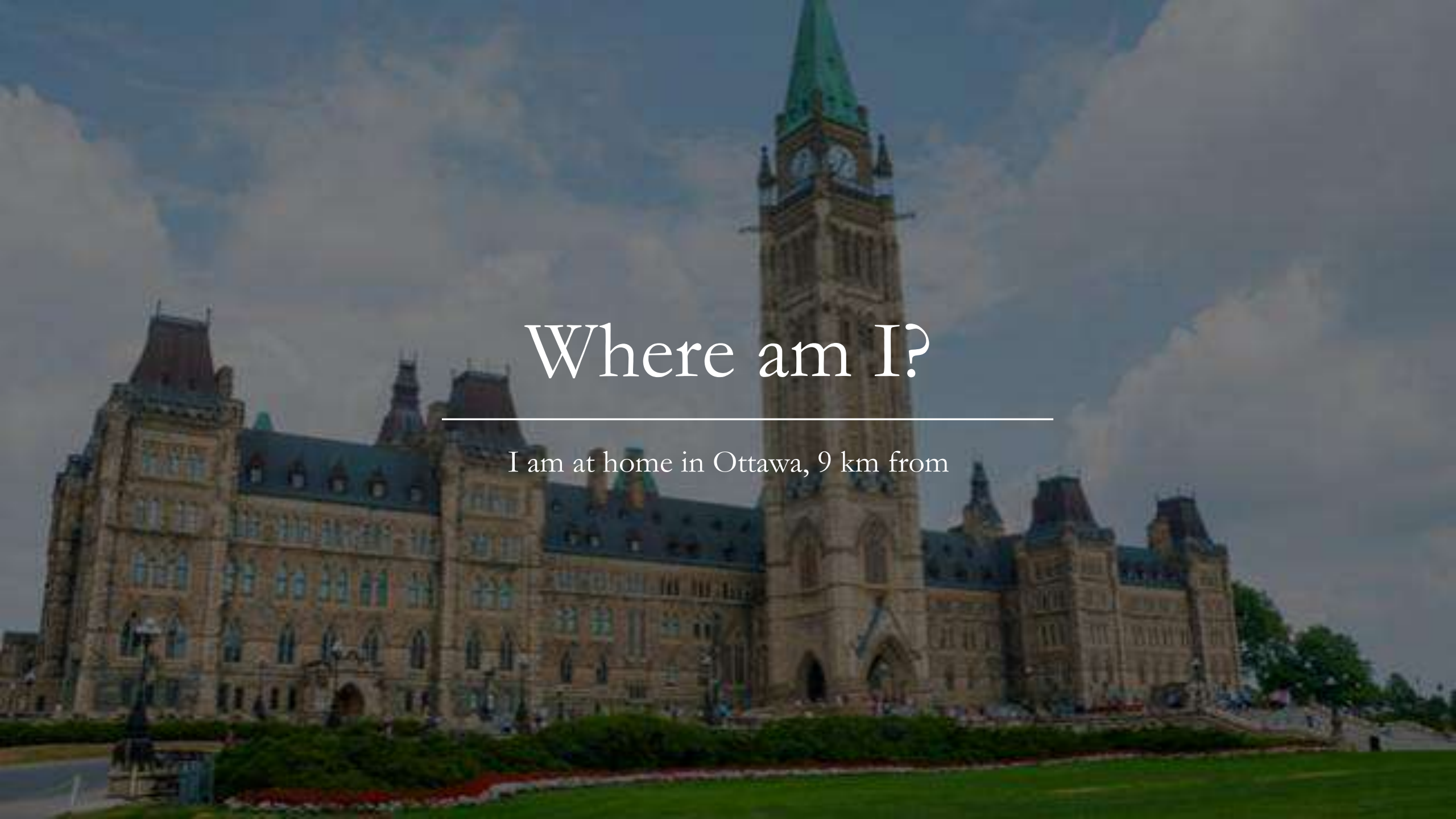


Your instructor



Where am I?

I am at home in Ottawa, 9 km from



Where am I?

I am at home in Ottawa, 9 km from



Me

- I was born …
- I grew up…
- We came to Canada
- I decided to be come an accountant

I have just had a job change

I am the co-owner, Secretary and Board member of SureWx, a global aviation software company

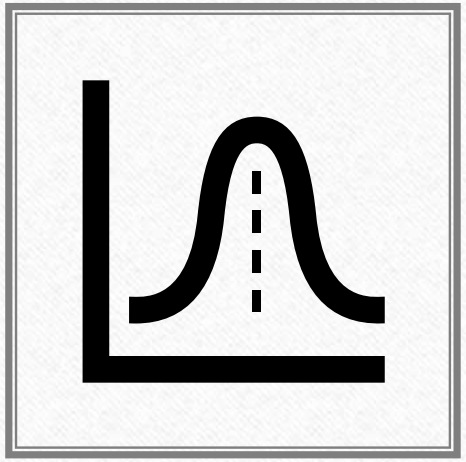
I just **stepped down** from the CFO job there this year in my 12th year, because I was effectively Co-President, and we decided to hire a dedicated President, and I can't be his CFO and boss at the same time

I will continue to grow this company while VP, Finance & CFO, of Fidus Analytics


Unlocking the Potential in Your Tax Data
Empowering Decisions with cutting edge technologies
Fidus Analytics Inc.
Commodity
Futures
Chart

Trivia

- I used to teach Economics statistics 2 hours a week as a B. Comm undergrad student
- Lots of students skipped the professor's 3 hour class, because they felt they learned more in mine, and I was funnier
- It was then I realized, I should teach
- But only on the side…



Courses

Class Schedule

Economics (ECON)
Department of Economics
Faculty of Public Affairs

ECON 2201 [0.5 credit]
Statistical Methods in Economics and Business I
An introduction to statistical inference. Topics covered include descriptive statistics, probability theory, sampling distributions, estimation and hypothesis testing with a single population.
Precludes additional credit for **BIT 2000**, **BIT 2100**, **ECON 2200** (no longer offered), **GEOG 2006**, **PSCI 2702**, **PSYC 2002**, **STAT 2507**, **STAT 2606**, and **STAT 3502**.
Prerequisite: **ECON 1402** (or equivalent), which may be taken concurrently with ECON 2201.
Lectures three hours a week, tutorials one hour a week.

Economics (ECON)
Department of Economics
Faculty of Public Affairs

ECON 2202 [0.5 credit]
Statistical Methods in Economics and Business II
A continuation of **ECON 2201**. Topics include estimation and hypothesis testing with two populations, correlation, simple and multiple linear regression, analysis of variance, tests of goodness of fit and independence, and introduction to statistical computing.
Precludes additional credit for **ECON 2200** (no longer offered), **STAT 2509**, **STAT 2559**, and **STAT 2607**.
Prerequisites: **ECON 2201** (or equivalent) with a grade of C- or higher, and **ECON 1402** (or equivalent) with a grade of C- or higher.
Lectures three hours a week, tutorials one hour a week.

I have taught courses for over 70 different customers over the years…

- Businesses
- Universities
- College
- Groups (ethnic accounting, NPOs)
- Professional accounting bodies, including outside Canada

Course background

- As noted in the course outline, this is an expansion of this topic, which I cover in a shorter form in these courses:
- **Practical Tips for Controllers & CFOs**
- **Practical Tips for Not-For-Profit Financial Leaders**
- **Practical Tips for Government Accountants**
- People wanted more depth and people like shorter courses…
- I have included a few examples from those courses…as I felt it was necessary

Course objectives

- To teach you how to be a creative thinker
- To practice thinking outside the box
- To provide many examples of others creative thinking to inspire you and lessons from them

Course coverage

- Definitions
- Why learn this?
- Are you a creative thinker?
- Key concepts
- Counter- intuitive thinking examples
- Brain-storming

Course coverage

- Historic examples of creative thinking
- The obvious as creative thinking
- The impact of education and experience
- More historic examples of creative thinking
- The issue was survival

Course coverage

- The break the rules approach
- Break the rules applied in sports
- Make sure you always ask
- Some medical examples
- Some weather examples
- Outside the box inventions

Course coverage

- The millionaire with no education example
- Creative thinking in wars
- Creative practical jokes
- Public sector and NFP/Charity examples
- A memorable cost-saving example
- Some travel and traffic examples

Course coverage

- The case of the stolen shoes
- Kitchen examples
- A game
- How to create a dunk bunket
- Creative by accident

Course coverage

- Another obvious idea
- Manufacturing examples
- A way to practice creative thinking
- Get your staff thinking creatively
- Crime and creative thinking
- Two tax ideas

Course coverage

- A financial planning family problem
- Another creative engineering idea
- Applying this at work
- When are you creative?
- What happened with that idea?
- Conclusions

One definition of outside the box thinking

- *"Explore ideas that are creative and unusual and that are not limited or controlled by rules or tradition."* Merriam Webster dictionary

This will be a thinking course

- Don’t turn off your brain
- Like I used to do in boring university lectures
- You will be asked to think about a lot of problems, and brain-storm

All day long, we try to solve:

- Business problems
- Tax problems
- Accounting problems
- People problems
- Client problems
- System problems

All day long, we try to solve:

- Management problems
- Personal problems
- Family problems
- And more…
- **You will be more successful if your problem-solving is more creative and outside the box!**

I strongly believe that creative thinking will help you be more successful

- No matter what you do in life
- No matter where you work
- Creative problem-solving can be improved with a course like this and practice
- It is good to be at the meeting (management, board, any) and you come up with ideas/solutions, that are different and better than anyone else has presented…

CPA Magazine

- Leaders in 60 nations were asked to rank the most important leadership qualities
- The first ranked quality was **creativity**
- Second was **integrity**
- I tend to think they have the order reversed….but **creativity** is very important

Clearly, there is a need



This helps us compete with AI

Outside the box thinking – my modification to the definition

- If you can creatively use an obvious idea, that no one else has thought of using, I call that outside the box thinking, even if others don't include it in the definition, we will have examples of this…

Are you a creative accountant?



Who is a (legacy) CMA?

If you are, we know you are a creative accountant

Legacy CMA advertising campaign

Tired of the negative press about "creative accounting" arising from the slew of corporate scandals in recent years, the **Certified Management Accountants of Canada** is launching a new brand platform to put "Creative Accountants" in a better light.

CMA came up with the Creative Accountants concept in conjunction with Toronto ad agency **TBWA** and media partner **PHD Canada**.

"It's about reclaiming the word 'creative' which is a core value of the CMA program and casting it in a positive light where it belongs alongside 'accountants'," said **David Fletcher**, vice-president of public affairs for CMA Canada, in a press release.

They had ad's like this…

CMAs

The other accountants…



Opening poll results

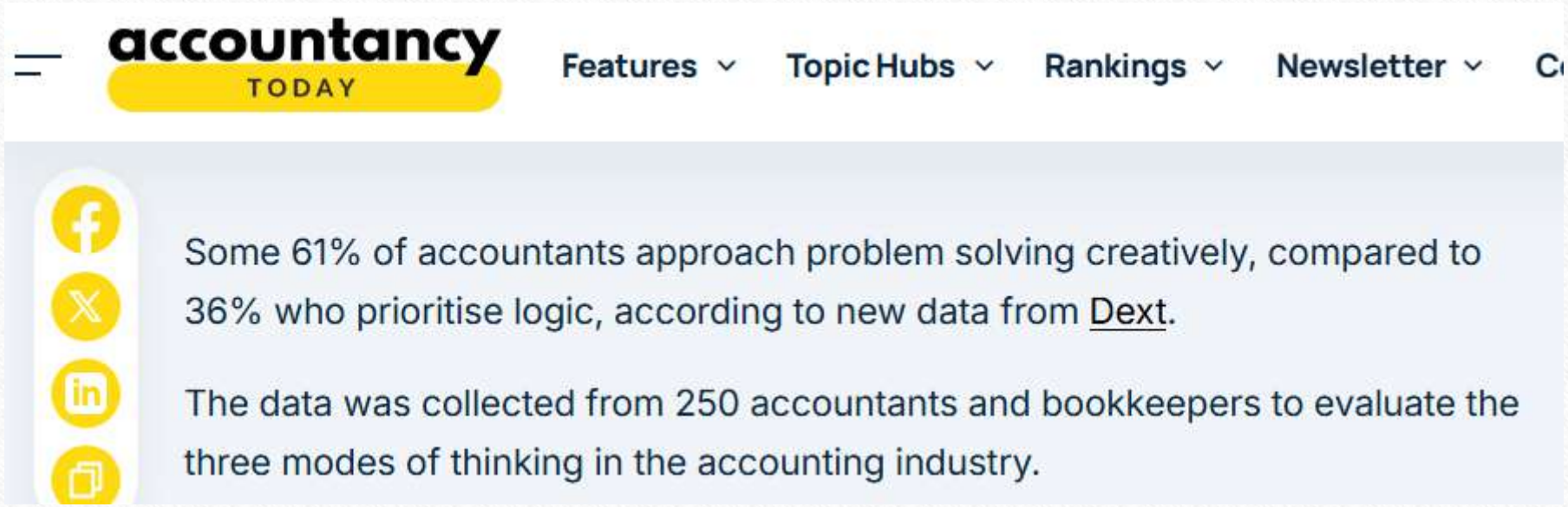


In the webinars, typically about 75-80% of attendees, usually CPA, claim to be outside the box, creative thinkers!



Based on this, you barely need this course, but are taking it anyways

A survey (British)



Since you are creative thinkers, share an example of your creative thinking

Type/paste it in the Chat right now or later in this course

I will give out a prize for an interesting one

We will be looking at creativity in all kinds of mind-stretching areas:

- Family
- Tax
- Contracts
- Business
- Medicine
- Jokes

We will be looking at creativity in these areas:

- Law
- Games
- Accounting
- And more

Notes

- I was less creative when I was younger
- I also have never read a book on outside the box or creative thinking…
- I have become more creative as I get older by pushing it deliberately
- Some people become less creative when older
- I would like you to be more and more creative

I once taught

- In the legacy CMA Strategic Leadership Program which included Creative Thinking material
- It had obviously been created by a university professor and wasn't very strong, practical or funny
- There were only a couple of good ideas, but it partly inspired to create this material



It not possible



To spend an hour explaining how to be creative



The best way to teach this is see examples

In this course

I will use all different kinds of examples to stretch your minds

A mix of business and non-business examples

Key concepts

- You should develop your lateral thinking skills
- Challenge your assumptions and come at problems from different angles
- Generate better alternatives, that others don't consider – maybe even counter-intuitive



Lateral thinking definition

- *"the solving of problems by an indirect and creative approach, typically through viewing the problem in a new and unusual light"* (Oxford's Lexico)

Lateral thinking

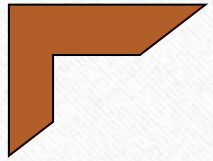
- Is creative and outside the box
- Is usually non-linear
- May involve changing patterns
- Looks for new information
- Includes novel approaches
- I will illustrate this with examples





Different angles

- Angles that are not obvious
- Angles that others don't even touch
- Turning the problem around
- Turn yourself around to see new angles
- We will also have concrete examples of this

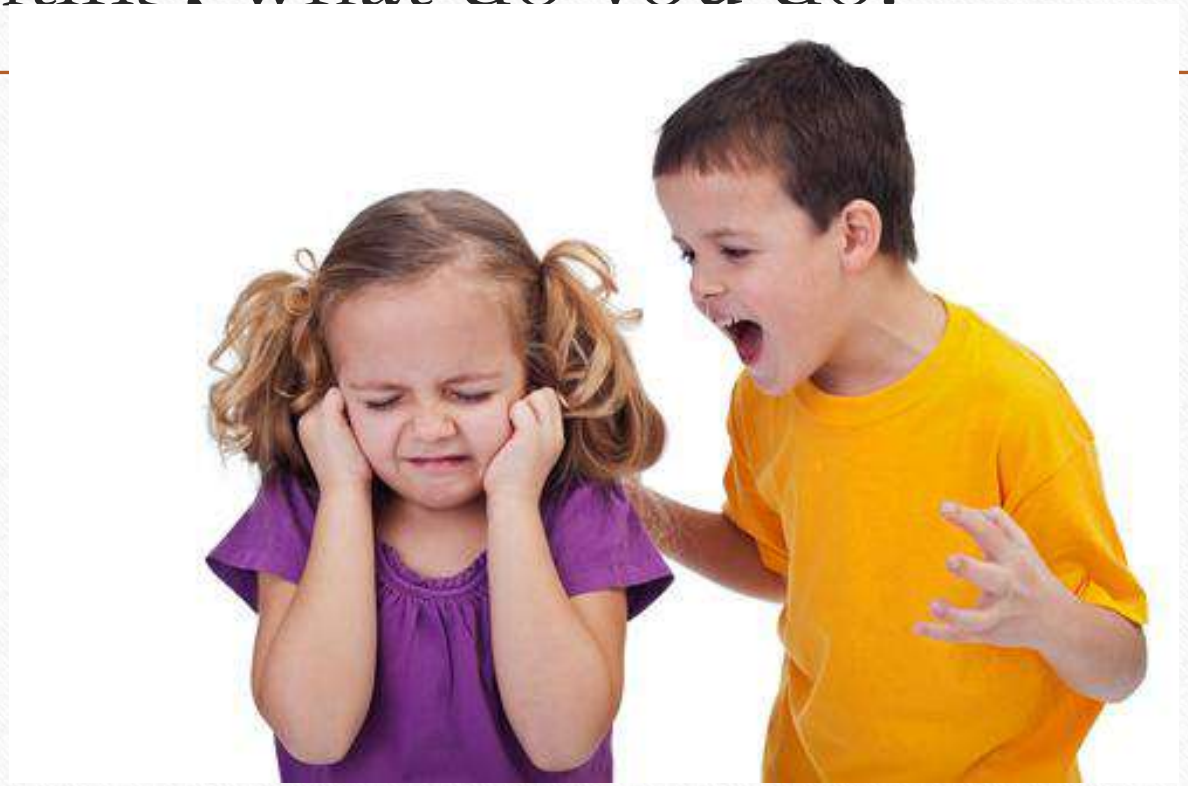


This course works best

- And you will learn the most, if you brainstorm and type lots of guesses/options
- Funny/weird guesses/ideas are very welcome in this course, for humour, and because they may have solution value
- But remember ethics, although this is not an ethics, we are constrained by our own personal ethics as well as CPA ethics

Let's go to the first example of counter-intuitive thinking in the world of the family

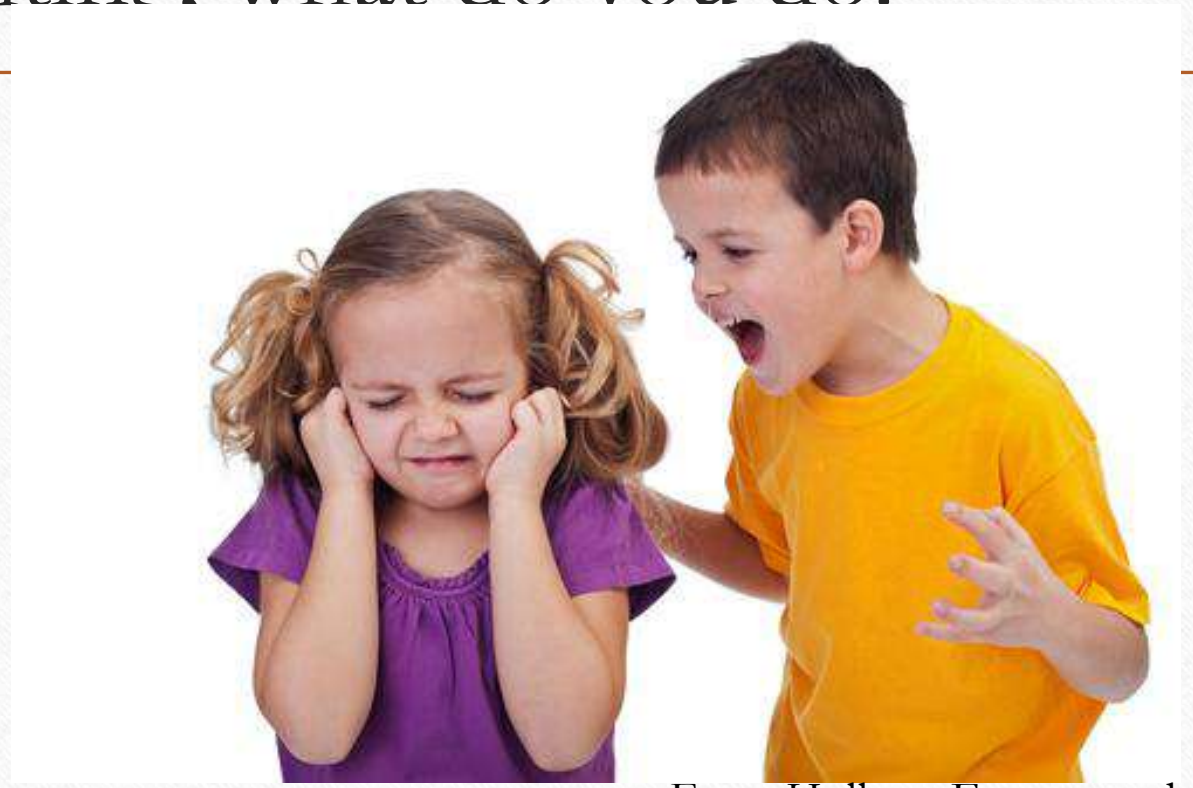
Your 4 year old and 6 year old are fighting, what do you do?



Let's go to the first example in the world of the family

- Even if you don't have kids, you were once…
- You can use your imagination

Your 4 year old and 6 year old are fighting, what do you do?



From Holly to Everyone: this happened yesterday, I want the answer

I recommend that you

- Pause the video at each case/question and try to brainstorm to improve your thinking

Type whatever comes to mind first in the Chat

Your 4 year old and 6 year old are fighting, what do you do?



From Kristin : Give them a time out

From Hratch: ill try to understand what they are fighting for

From Angela : no kids yet ;-)

From Marco Lessard : separate them and get them to better understand what's going

From heshma : divide and conquer

From ratha : comment on their fighting skill

10:12:03 From Mark J to Everyone:
Let the wife handle it

From Rob: Buy Extra Strength Tylenol in bulk

Usually, 70% of the solutions involve separating them…

Your 4 year old and 6 year old are fighting, what do you do?



Now, try to be more creative or at least Funny…

More

10:13:26 From Stephanie to Everyone: I actually threaten to send a video of the fighting to their grandparents

10:13:04 From Smith to Everyone: I throw a tantrum

Your 4 year old and 6 year old are fi



From Michael: Video the fight, put it up on YouTube, and make $$$

YouTube CA



My solution: tape them together!

Warning

- This picture was censored out of this course, by one CPA body

The steps

1. Stop the fight
2. Enquire as to root causes, and try to deal with them
3. Apply discipline for fighting, which is against the family rules
4. Explain what most Mummies and Daddies do, separate kids who can't get along, but we are going to **tape you together, until you can show you get along…**

Parallel tips

- 14:18:35 From Raymond to Everyone: You have a tickle contest to see who can make the other laugh first
- 13:48:28 From Jessica to Everyone: Put them in the 'hug shirt'.....a giant t shirt so they have to be close together until they actually hug

Did he say 20 kids?

- Yes, I did

An email from an attendee

- *This evening I taped my 12 year old and 4 year old to help them get along as they are always picking on each other.*
- *What a great idea; they had to work together to set the table and the 12 year old had to be kind and actually take care of his little brother in order for him not to get hurt. Thanks for that* 😊

My best calming kids down tip is in my course **Practical Work Smarts for All**

A word on AI



These days, we might as well test AI on every type of problem/issue we face



However, in all my testing of AI, it stays pretty well **inside the box**, nothing, really, really creative



The means the creative accountant still has lots of value, even if AI does some of our other work

AI applied to this problem

A simple approach that works well is **Stop → Separate → Calm → Solve**.

- That is not particularly creative

Stop the fight immediately

on't try to determine who started it while they're upset.

se a calm, firm phrase:

"Stop. I won't let you hurt each other."

necessary, physically separate them. Keep your voice low. Avoid yelling, which ca

. Separate them briefly

ut them in different places—not as a punishment, but to give their brains time to

ou can say:

"You need some space until your bodies are calm."

or young children, this might only take **5–10 minutes**.

More

And then

3. Don't conduct a courtroom investigation

When they're screaming, neither child is likely to give you a reliable account.

Once they're calm, talk to each child separately:

- "What happened?"
- "What did you want?"
- "What did your brother/sister want?"
- "What could you do next time?"

Keep it short. A 4-year-old doesn't need a lecture.

4. Teach them three rules

I'd make the household rules extremely simple:

1. No hurting.
2. No taking things out of someone's hands.
3. Use words or get an adult.

Noticeable

No consequences for the bad behaviour, that doesn't teach them anything

I am told many young people these days, use AI for parenting advice

This is OK, but what about Mum and Dad, and grandparents?

AI

- We won't put all the scenarios in the course into AI, but I can assure you that not a lot of creativity is generated, although a decent list of non-creative approaches usually is…

Bonus in the webinar

You can see me brainstorm live, if you can give me a problem…

Type a short description of the problem in the Chat any time

I can't guarantee we will cover more than one due to time



Creative thinking tips

I try to "machine gun ideas, unworkable ones are OK, they may even help…

- The more ideas you generate, the greater the chance that you will hit a good one!
- Great solutions are often elegantly simple
- However, don't forget the obvious! (Thinking too hard may mean you miss this)

No solution example in this course is long and complex, most are just a few words



Output

- A lateral-thinking man I know of
- I know a number of people who have worked with him
- They say he pours out tons of ideas in meetings, many of them garbage but some clearly worked
- #47 on Canada richest list (Forbes)
- Terence Matthews, a billionaire



Note

- I have worked with a European billionaire, but he made his $ by methodical company growth and good management, he was not outside the box at all….

Group creative thinking



- 10:18:24 From Steph to Everyone: I've done an exercise where everyone puts sales ideas on sticky notes and covers the boardroom walls - no idea is excluded. Its really fun. Then you sort them into categories.

A diagram to help



Counter-intuitive ideas

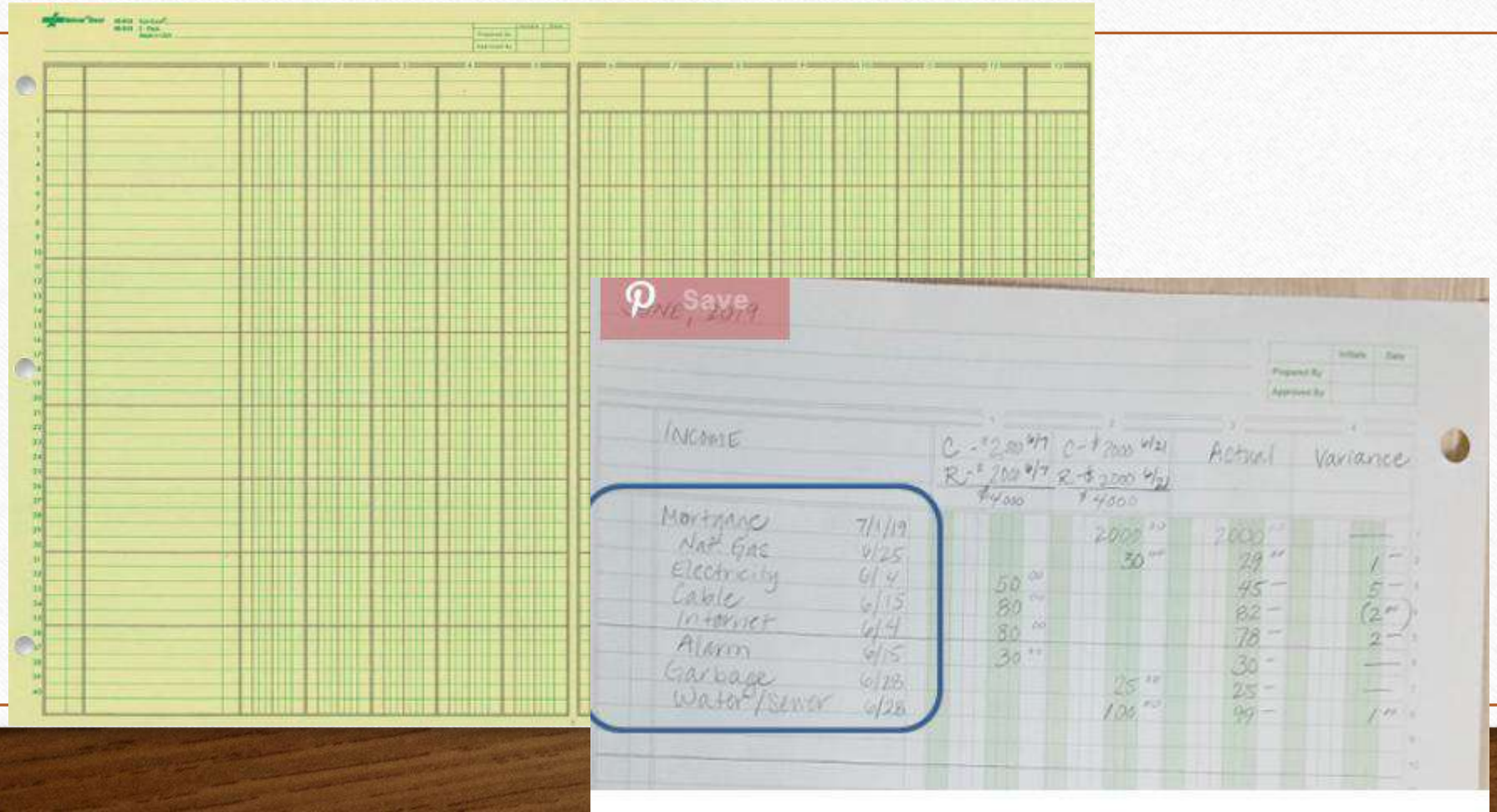
Obvious solutions that all missed

Crazy ideas that won't work

New ideas

Crazy ideas that might work

Accounting for 100s of years



One day

- Then someone said, let's computerize the paper, and have the columns add automatically plus…
- The invention of the computer spreadsheet
- Lotus 1-2-3 was the first really popular one, then later Excel, but there was SuperCalc before…
- I know a CPA who has a retired Big Four partner doing good work for them, but they are unable to use Excel at all!

I saw this the other day

The drone life preserver

A good idea, we could debate whether it is outside the box or not

Obviously quick and safe to reach the drowning person….

Water Rescue Drone JX-6A Flying Lifebuoy

The JX-6A Water Rescue Drone, also known as the "JX-6A Flying Lifebuoy", is a water rescue pioneer whose unique design allows for multiple takeoffs and landings on the water surface, solving the pain points of untimely rescues and environmental constraints that have made the JX-6A a truly indispensable tool for coast guards and rescue associations around the world. Whether you are a coastguard, rescue association or an individual, the JX-6A Water Rescue Drone redefines the functionality of emergency rescue equipment and paves the way for saving lives.

- $11,243.87



THE IMPACT OF EDUCATION AND EXPERIENCE

Explanation

- You and I are over-educated
- Most of us have been tainted with university professors' theoretical ways of solving problems
- Did this education really get you outside the box for problem-solving?
- NO!
- In my family..
- My CEO

Is your education & experience hindering you?

- Sometimes you need to forget your education and your experience!
- Why?
- When you have education in an area, by default you look for solutions to the problem, from that education…rather than different ideas
- When you have experience in an area, by default you look for solutions to the problem, flowing from that experience…rather than different ideas

Embarrassing accounting example

Problem:

Small foreign parent company never gives us (Canadian subsidiary), the reports we need

Question:

How can we resolve this?

Answer:

_____!

Solutions

- Beg them
- Badger them
- Complain to them
- Get AI to do the work!
- Explain implications of delay
- Then the engineer colleague came up with the idea…

Embarrassing accounting example

Problem:

Small foreign parent company never gives us (Canadian subsidiary), the reports we need

Question:

How can we resolve this?

Answer:

Sub offers to do the books of the parent company!

Solutions

- Beg them
- Badger them
- Complain to them
- Get AI to do the work!
- Explain implications of delay
- Then the engineer colleague came up with the idea…

Embarrassing accounting example

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Small foreign parent company never gives us (Canadian subsidiary), the reports we need

Question:

How can we resolve this?

Answer:

Sub offers to do the books of the parent company!

Writing in space



- Problem – a normal pen apparently won't work in a weight-less environment
- Solution: The Americans tried to develop a sophisticated pen that would work in a weight-less environment
- Apparently: The Russians just used a pencil!
- Lesson: Don't always over-think or get too sophisticated, sometimes there is a simpler solution



One version of the Space Shuttle

- Was apparently 400 pounds too heavy
- The best engineers at NASA re-designed it many times, but were not successful, the lift, thrust, payload, fuel trade-off would not work – they were stuck
- Then someone said, let's not paint it, there is over 400 pounds of paint, which is not essential! and that was the solution!

Type in the Chat

- A really interesting outside the box thinking example that comes to mind that **you did not come up with** (I have separately asked for your own ideas)
- Whether or not it relates to the current discussion

One guy said

- When the first really tall buildings were built in Canada, there was a problem
- The long, boring elevator ride
- Then someone said let's put mirrors in the elevators, people can check if they look good before/after work….

One guy said



YOU PROBABLY FORGOT HOW CREATIVE THESE IDEAS WERE BACK IN THE DAY…

Problem

- People driving too fast on roads/in parking lots

You have been seeing linear thinking



You have been seeing linear thinking



Can we do this without outside intervention?

People drive to fast Must warn them not to or catch them if they do

Something built in to stop them from speeding

Problem

- People driving too fast on roads/in parking lots

Possible solutions:

- More speed limit signs
- More police surveillance (vehicle, airplane more creative)
- Cameras

Creative solution

- Completely effective
- One time cost only
- No maintenance or on-going costs
- Durable
- A 20 cm hump in the road
- That is the speed bump…

Creative solution



The problem

- Food gets stale and spoils if left uncovered

Possibilities:

- Costly plastic or other containers that don't fit exactly
- Plastic bags that are not easily re-usable and need a way to close, and don't fit tight
- Other?

The solution





How to save money re-paving roads

- In the past, just add another layer of asphalt…



How to save money re-paving roads

- Now they remove the older layer and re-use it….



A change of pace in the course

- The issue is survival

Let's go here in Alberta for our next example



The situation

- My wife and are camping in Jasper National Park Alberta, we rented a car and drove there, after I taught a CPA course in Edmonton
- We were sleeping in a tent in a very remote area with extensive bear warnings and no other campers around at all





What happened

- In the middle of the night, I hear what sounded like animals growling just outside the tent, more than one
- I hade no weapons other than a small knife, and no bear spray
- I can't see out and don't want to unzip and look, because it is noisy and will attract attention



Response

- My first thought is to get through this without…
- Like my Dad did once…
- But I am willing to die for my wife
- What would you do?

What would you do?

- 14:07:13 From Cindy to Everyone: Is there anything else you could use as a defensive weapon?
- 14:07:22 From Sandy to Everyone: Throw all the snacks out of the tent, as far as you can…
- 14:07:22 From Wild to Everyone: Cut hole in the tent floor, starting walking with the tent over you, it will scare them…
- 14:07:25 From Grizz to Everyone: Call for help from other campers, or someone else, if you have your phone

What happened next

- My wife wakes up
- I call the park
- No answer
- I call the RCMP local detachment (not 911)
- They say, call us if you are attacked
- But they are far away
- Then I had a brainwave!

Note

- In any course scenario, if you have good ideas, email me, it may get immortalized in future videos of the course, spriddle@bell.net

Creativity and survival



Response

- I hit the panic button, the loud honking should scare them away
- But the animals don't move at all
- Some time passes
- I finally take a peek

There were three dangerous animals there, but they weren't bears!

Three of them including a baby…





One way of thinking creatively is

- Break the rules….
- List all the rules and conventions in the context and deliberately break them to be more creative
- I am not talking about cheating, but you could appeal laws, if those are the rules

Break the rules

Uber

- Uber did this in a massive way
- Broke the rules on the taxi monopoly, and eventually governments agreed
- I was getting close to the Uber idea, when they came up with it
- I always felt that it was ridiculous that a city like Ottawa said for 50 plus years, only 400 vehicles can give rides to the public, at an inflated price…when there 200,000 vehicles in the city….

Always question the normal way of doing things

- Famous hockey coach Roger Neilson
- Put a defenceman in goal, instead of a goaltender, on penalty shots
- Until they banned this…









Rogers Neilson - softball

- With the game scheduled at a particular diamond for 7 PM, his team would practice at a nearby diamond
- Meanwhile the other team became loose, as they thought Roger's team was a no show, they were going to forfeit the game
- Then Roger's team would show up at 6:59 PM, ready to go, against a surprised and unbalanced team….

Years ago

- I came up with the idea that professional sports tickets should not be fixed price all season, but variable depending on whether the visiting team was popular to watch or not
- It has been adopted, they didn't ask me, years after I thought of it

Break the rules

- One of our kids when a teen said, “can I pay my credit card bill with another credit card?”
- I have never thought of that, I don’t think you can
- I heard that in another country, one can pay source deductions by credit card…
- Considering the credit card point opportunity for large employers, I immediately contacted CRA about this…

Here is an interesting one

- One always wants to generate power/electricity
- Un-creative solution, create a new process burn/consume something to create electricity
- Hydro power, water, burn coal/oil, natural gas, harness wind, solar, waves, etc.
- But what about the energy generated every time a car's **brakes** are applied, why not use that to generate electricity, it is already there, untapped
- This is what most hybrid cars do, very creative IMHO

Another problem



AI REQUIRES A LOT OF COMPUTING POWER, WHICH COSTS MONEY



WHAT IS A WAY TO OVERCOME THIS?



FASTER COMPUTERS



AI WHICH NEEDS LESS COMPUTING POWER



WHAT ABOUT COMPUTERS USED FOR OTHER PURPOSES, THAT ARE UNUSED MOST OF THE TIME, SO THEY HAVE SPARE CAPACITY?

Elon Musk's latest brainwave; using idle **Tesla vehicles** to harness their AI processing power, creating a 100-gigawatt distributed computing network.



This is an example

- Yes, there are permission and privacy and security issues
- But this is very creative
- And we are not interested in any other Musk controversies, politics, etc

Musk likes to say

- When problem-solving, “question the requirements”
- I might paraphrase this as don’t necessarily take the problem as given

Being creative sometimes just involves asking

- An example at a hotel
- They let my wife do the catering for seminars!



Another example

- Years ago, when no one when did EFT payments in Canada, but payroll was by direct deposit, my engineer CEO said to me:
- "Ask ADP payroll if they can pay employee expenses for us along with payroll"
- They said yes, and we did it, and maybe he had created a "product" for them



I write cases backwards….

I write cases

- About 300 published cases, most of you have written them somewhere
- For 99% of my cases, I came up with the idea, mostly based on real-life
- A handful, I was given the general idea and had to come up with the case
- Usually, I refused, and used my own ideas

I write cases

- Example: the CICA for the CA exam, the UFE, asked me to author a case on car-sharing, in the early days of car-sharing
- Car-sharing is an outside the box idea…
- I declined so someone else wrote it
- Of course, I could not disclose this to anyone until after the case had been written and published by someone else…

Creative idea

- With one employer, we put a part that had **no** function in the product
- Why?
- To fool competitors with respect to intellectual property protection and to mis-direct them
- They would naturally assume it was there for a reason
- I can't give you the details obviously….still out there

THE MEDICAL WORLD

The pandemic

- COVID-19
- We must have all likely all spent time thinking about the problem
- What about some different angles **when it was dangerous,** ignore all solutions already used and consider the health-care worker shortage

COVID-19

- Quickly develop a comfortable, cheap COVID protective “suit” or breathing apparatus, to be given free to all vulnerable people, better than current PPE…
- 4 week intensive COVID emergency care nursing assistant course, we can’t wait years for nurses to graduate…

Related to this, my ideas

- Health care and dentistry is too expensive
- I am convinced many repetitive, simpler, common tasks, can be done by someone without 10 years of expensive education
- The cataract technician
- The wisdom teeth extraction technician



I am waiting for a problem from you to solve….

In the webinar

Someone had a problem

- I work for a water park, and the weather is the greatest business problem, help me with your creative thinking?
- What do you think?

Put your creative thinking hat on ponder this one

Ideas

- Roof the park
- But very expensive



Ideas

- Move the park to a place with better weather
- But not very feasible
- Artificial sunshine of some kind



My idea

- Use **weather derivatives**, really meant for agriculture, to provide extra cash if there is bad weather – different because it does not change the park's situation, but reduces financial risk

My idea

- Use **weather derivatives**, really meant for agriculture, to provide extra cash if there is bad weather – different because it does not change the park's situation, but reduces financial risk

> One climate index for weather derivatives is known as heating degree days or HDD. Under HDD contracts, each day the daily mean temperature falls below a predetermined reference point over a specified period, the amount of the departure is recorded and added to a cumulative count. The final figure determines whether the seller pays out or receives payment.

- They had never thought of this, and said that it had promise..

Another weather problem

- It is June, our business must perform some winter R&D ideally at an airport, urgently, before September
- But it not cold enough anywhere in Canada, even in the Arctic



Another weather problem

- What ideas can you come up with?
- Rent space in a giant commercial freezer
- Won't work, the heat we produce will quickly overwhelm it quickly
- Scientific cold chamber testing?

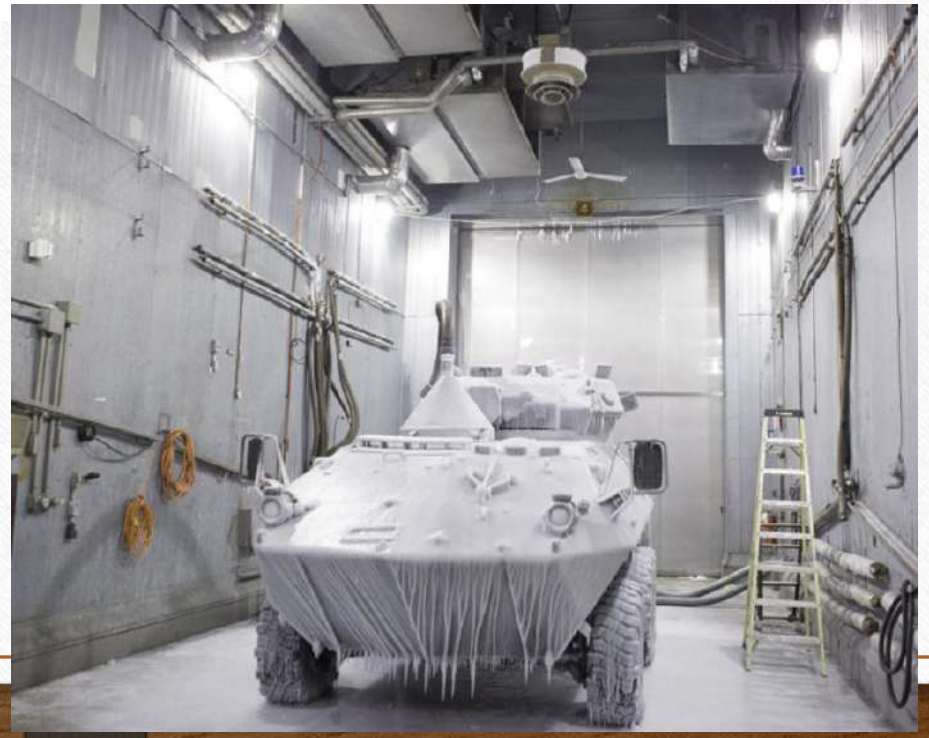
Government of Canada | Gouvernement du Canada

Canada.ca › National Research Council Canada › Research and developme

Climatic testing research facility

- I have been in this chamber for other testing, different employer

Same problem…



More

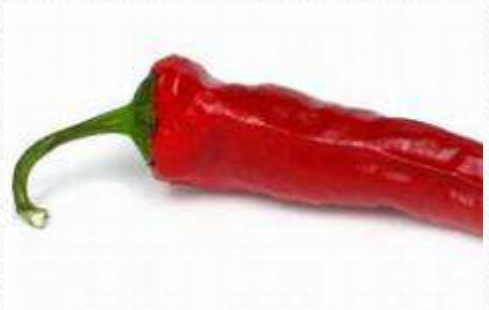
- Do it via computer simulation or mathematical modelling?
- Not a bad idea, but not possible

More

- No, the solution was chile

More

- No, the solution was chile
- 15:29:42 From Valerie to Everyone: that is heat not cold?





More

- No, the solution was chile
- I mean Chile
- That is the country



Outside the box inventions

- I am always inventing outside the box gadgets – sometimes I find they have already been invented
- I have always been concerned about police high speed chases
- In my mind I invented the GPS magnetic tracker
- However, I have found someone beat me to it

NEWS

Police Are Tagging Fleeing Cars With GPS Darts to Avoid Dangerous Pursuits

The launchers are typically mounted to the front of cop cars and can fire darts at up to 30 mph.



On my bike are several outside the box "inventions"

- A system to turn a normal knapsack into a panier
- A creative repair on my bike seat instead of buying a new one
- A hidden tool and money
- And more
- Not sharing them, in case I want to patent them…



If you are an inventor type

- Make sure you patent the idea when you come up with it, although there are cost and jurisdiction issues and the question of whether you could afford to defend it….



Helps your thinking

- Imagine an 84 year old high school dropout multi-millionaire businessperson – would they be more creative than you and I on business problems?
- Think about what would creative former colleagues do in relation to the problem you are facing



WARS

Wars result in the need for outside the box thinking

Re weapons, defenses, strategies, spying, code, mus and more…

Problem

- Escape from Germany POW castle in WW2
- What are the options?
- Tunnel out under walls
- Climb over walls
- Hide and get out main entrance in garbage, etc
- These are inside the box



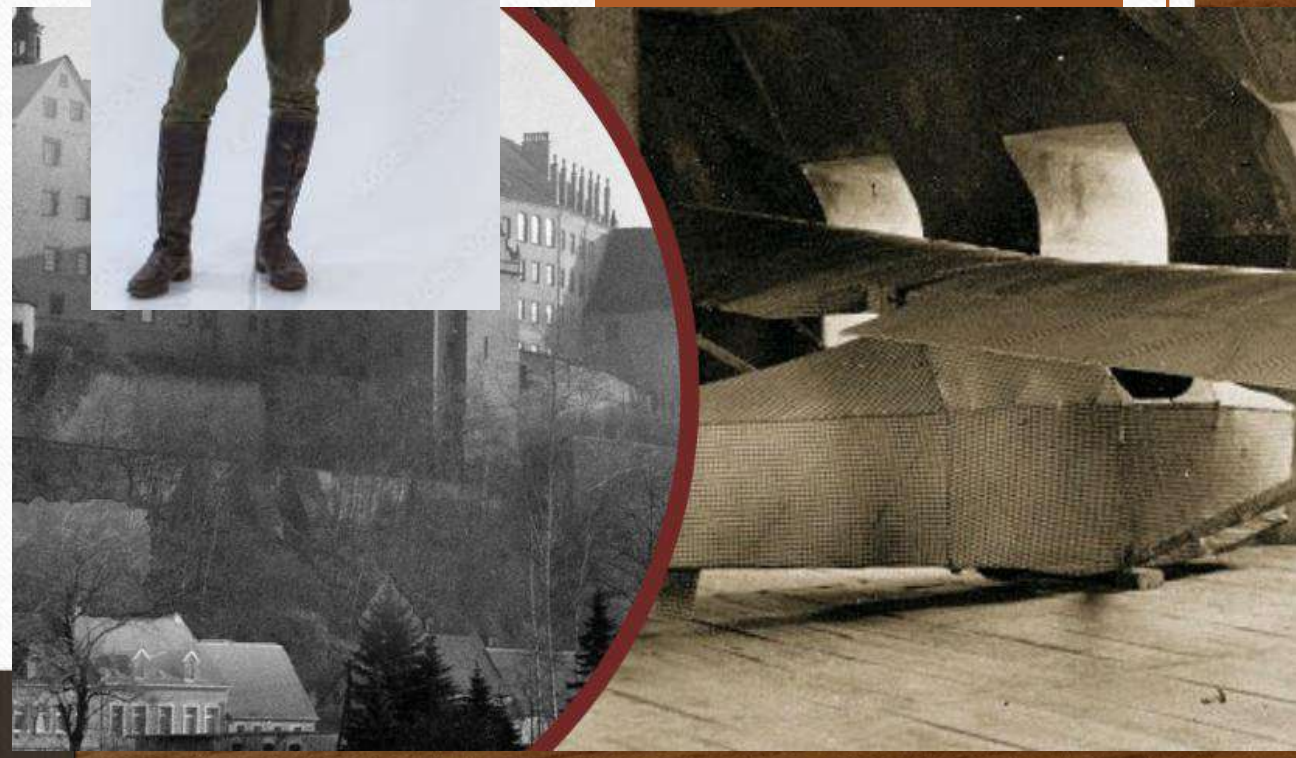
Ideas

- Dress up as Nazi officer and leave in plain view
- Build a glider and fly off the roof

The war ended, before it could be used



One was successful



Note

- This is a positive result
- Creative thinking in war often results in finding more efficient ways to kill, create mass destruction, and unless it is a “just war”, I am against it...

BACK TO MY CHILDHOOD FOR AN ESCAPE STORY

I am a grade 7 student

- I am badly behaved, so I get a “detention”
- School ends at 3:20, I get detained in the classroom until 4
- The time is passing very slowly….



What should I do?

- Climb out the window, when the teacher is not looking?
- That would be deep trouble
- Find something to read
- No, she wants me to be bored
- Play with my cell phone?
- I don’t have one
- In fact, they don’t exist yet

The solution

- The teacher steps out for a moment, I wind the clock on the wall ahead to 4 pm, and then the teachers lets me go immediately when she got back
- (Outside the box, but unethical in retrospect)
- I used to be unethical, until I reformed at 21…



Creative practical jokes



- I have tons of ideas, some have been actioned
- When our kids were teenagers
- Change the ringer on my phone to my voice saying in a commanding way: “slow down”
- Hide the phone in the minivan, when one of our teenagers was driving
- Call my phone from another phone!



Creative practical jokes

- My Dad told me this one
- When he was at Cambridge, the students were well known for pranks
- Some students once partially dug up a road, and left some constructions signs there
- It was months before people realized it was a prank



The students thought of a new prank

- They found a road construction crew and told them some **students pretending to be police**, were going to come and try to **stop** them from doing the work
- Then they told the police, **there are some students, pretending to be construction workers**, who are digging up another road as a prank
- Obviously, the police went to investigate
- A brawl broke because each side thought the other were imposters!

Don’t worry

- If you are not coming up with as many ideas as I am
- I have more years of experience, I have got ideas from past participants

Creative thinking for the public sector

Some of you work there or will end up there

I am against discrimination

- In the job world
- Example from a CPA in a course
- CPA gets turned down for a job interview
- They tell him 10 years later, they assumed he was from a certain race due to his name, so they didn't interview him!
- His name was unusual, he was not from that race!
- Few employers would disclose this kind of thing



I am against discrimination

- How can we stop/reduce discrimination on non-job grounds?
- I came up with this idea years ago
- The government contractor submits 4 fake resumes to jobs in a way that would reveal if the employers discriminates
- Eg, Resume 1 and 2, were clearly superior to resumes 3 and 4, how come you only called 3 and 4 for interviews, was it because 1 and 2 were _____?
- Then the employer gets called out, perhaps not punished, but embarrassed publicly



I don't think anyone could disagree with running the public sector more efficiently

- Firefighters are a huge cost for cities and municipalities
- Obviously, the volunteer, on-call FD is one way to save money, can you think of others?
- I have always felt that since firefighters do nothing 90% of time and are highly paid so, they should be required to do city admin work, answer phones etc, work that can be dropped at a moment's notice of course



Some US cities have tried another approach

- Police fight fires, a few firefighters drive the trucks, meet them at the fire, and the police must quickly don firefighting gear and fight the fire…



The underground economy

- CRA employees buy goods and services as regular citizens, from industries whether there is known to be a lot of "under the table" trade
- The sales are then traced to their tax returns
- If not there, significant penalties and a full audit



Creative accounting in the public sector

- No one wants the crown organization to book a huge environmental liability, but it is the right thing to do
- Office of the Auditor-General says they will qualify the audit report if it is not booked
- Solution: book the liability, but book a receivable from the government, who will have to pay for the clean up
- This will result in a receivable qualification, although we know the government will pay for the clean up (and did so)

Turning to the volunteer world

- How to replace me in an NFP volunteer role?
- Many have faced this
- Some options:
- Recruit aggressively
- Get more people looking for a replacement
- Paying them, but then this is not a volunteer position
- Quit so they have to find a replacement…

Solution

- Coming at the problem from the wrong angle
- The purpose is to get the work done and who said I must be replaced by one person, break the “rules”
- Split the job into smaller pieces, and create very good job description & procedures
- Recruit for these less daunting smaller roles, I have done this twice

NFP management



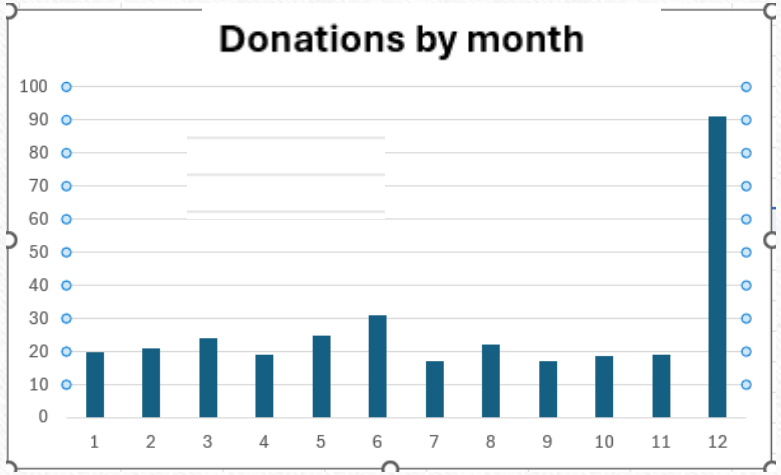
Charity is purely donation funded and has a December year end, and gets most of its donations in December, because of the tax donation deadline



Huge budgeting problems, costs greatly exceed revenues, every month of the year until December

The regular trend

- Charity has a December year end, and gets most of its donations in December, because of the tax donation deadline
- Huge budgeting problems, costs greatly exceed revenues, every month of the year until December
- Solution: _____



NFP Management

- Solution: November 30 year end. Don't have the risk the entire year, of a bad last month, budgeting much easier, start the year high and draw down, less forecasting risk. If month 1 donations are bad, can adjust the year early.

More NFP thinking

- Charity has an valuable mortgage-free building and doesn't like to borrow
- How can it benefit the charity's "cause" with this?
- Possible solution: sale and leaseback of the property



T1-2023 **Schedule 9**

Donations and Gifts

Protected B when completed

Complete this s) claim an amount on line 34900 of your return.

Include the eligible amount of all donations that you want to claim this year that you or your spouse or common-law partner made in 2023 or in any of the previous five years (or the previous 10 years for ecological gifts made after February 10, 2014) that have **not** been claimed before.

You may have charitable donations on your T4, T4A, and T5013 slips.

Attach a copy of this schedule to your paper return.

For more information about donations and gifts, including gifts made to a charity in the United States, see Guide P113, Gifts and Income Tax.

Donations made to registered charities, registered Canadian amateur athletic associations, registered journalism organizations, and registered housing corporations resident in Canada set up only to provide low-cost housing for the aged				1
Donations made to government bodies (Government of Canada or of a province or territory, registered municipalities in Canada, or registered municipal or public bodies performing a function of government in Canada)	32900	+		2
Donations made to registered universities outside Canada	33300	+		3
Donations made to the United Nations and its agencies, as well as registered foreign charities that have received a gift from the government of Canada	33400	+		4
Add lines 1 to 4. **Total eligible amount of charitable donations**		=		5

the

Maximizing charitable donations credits

- Problem: Students and seniors who don't pay tax or much tax, make charitable donations, without any tax benefit
- Solution: They gift the funds to higher income individuals, to donate, at the maximum tax credit amount
- They can gift the refund back
- 100% allowed

A cost-saving example

Cost-saving example

- Question all costs
- A company has found a way to save trees cut down to produce toilet paper with an outside the box, simple idea, what is it?
- _____



What are some different angles?

- A different way to wipe
- A change in the current method
- Ensure people don't need to go as often
- Make ___ non-sticky…
- A change in the makeup of toilet paper
- Don't wipe at all!

More possibilities



- A mechanical wiper, perhaps robotic
- Use the toilet brush, as it is handy, perhaps electric
- What about ultrasound or laser removal, something like that?
- Make TP out of something different and cheaper?
- There are washable diapers, what about cloth TP?
- People should ingest a chemical or biological agent that makes ___ less sticky

Chats

- *12:03:44 From Bill to Everyone: people need more training*
- *12:03:48 From Clancy to Everyone: Yes, polices & procedures*
- *12:03:52 From Lily to Everyone: training vidoeos…LOL!*
- *12:03:56 From Tara to Everyone: Some kind of soap sprayer*
- *12:03:56 From Aga to Everyone: Intestinal surgery, enlargement, so less frequent*
- *2:03:56 From Marlene to Everyone: Cheaper paper, perhaps don't worry if it is not white*

It is not recycling

- The most common wrong answer in this course
- Not new or innovative
- Next most common answer
- Bidets

Do you have the solution?



Cost-saving example

- Question all costs creatively
- A company has found a way to save trees cut down to produce toilet paper with an outside the box, simple idea, what is it?
- There is no need for the cardboard inner roll

One disadvantage…



The advantage of this illustration

- You will remember it for the rest of your life… every time you….

Can you creatively eliminate something that is redundant?

- In manufacturing, in processes, in systems, in administration, in accounting, in……?

One more toilet illustration



How to save a litre of water every time everybody in the city flushes the toilet?



The idea



Creative, but there were problems because…..







Picking people up at the airport

- Arrivals is congested and crowded at the larger airport
- It is always hard to pick people up
- You usually can't meet them in the first lane close to the airport, it is reserved for buses and taxis, etc

Come at the problem from different angles

- A trick to get into the first lane beside the terminal
- A different method of pickup
- A way to facilitate the normal method
- Avoid the problem…

Come at the problem from different angles

- Rent a bus so you can use the bus lane
- Pretend to be a taxi (unethical)
- Paint your vehicle like a cop car (unethical)
- Helicopter!
- Share location on phone (helps)
- Tell them to take Uber or a taxi

Picking people up at the airport

- Arrivals is congested, always hard to pick people up, you usually can't meet them at the curb
- Solution: meet them at **departures**



Obvious

- My cousin's husband heard that a lot of buses in the UK used to catch fire due to anti-pollution aspects of their engines
- He is a non-technical sales guy, but he started a business that sold a device that poured fire suppressant on the engine, if a certain temperature was reached
- This existed for other applications like kitchens, but not for buses
- He did very well with this business

Reminder

- Don't rule out the obvious, when no one else thinks of it…

I saw this shirt the other day



A new one

- Shoe manufacturer is frustrated with how often its' containers of shoes being shipped to foreign markets are broken into and shoes are stolen





A new one





Intuitive solutions: Manufacture in local markets, stronger containers, more human security, electronic security, etc

A new one

Intuitive solutions: Manufacture in local markets, stronger containers, more human security, electronic security, etc

Other solutions: Warning sign: Skunks, snakes or explosives or….

A new one

- Shoe manufacturer is frustrated with how often its containers of shoes being shipped to foreign markets are broken into and shoes are stolen
- Creative solution: Separately and independently ship containers of left shoes and a containers of right shoes






Outside the box kitchen application

- My wife said she just noticed an idea, use the dishwasher for washing clothes!
- Specifically, baseball caps so less damage to the brim, than a washing machine



Teaching point

- The dishwash example is an applications of a product to something that was not intended, producing a good solution…

Since we are in the kitchen

I learned recently

- That ovens in pizza restaurants, are way hotter than the ovens in homes, 650 to 800 degrees F, I hear
- This cooks pizza faster and better
- We make a lot of homemade pizza, but wouldn't want to buy a new commercial stove, just for pizza

Option

- In the last week, I remembered that our stove will hit 880 degrees F during the **self-cleaning cycle**, maybe we can cook pizza faster that way!
- We have not tried it yet and the safety door lock may be in issue

Do you think I am outside the box or?



CLICK HERE IF YOU THINK THE INSTRUCTOR IS CRAZY

Let’s have fun

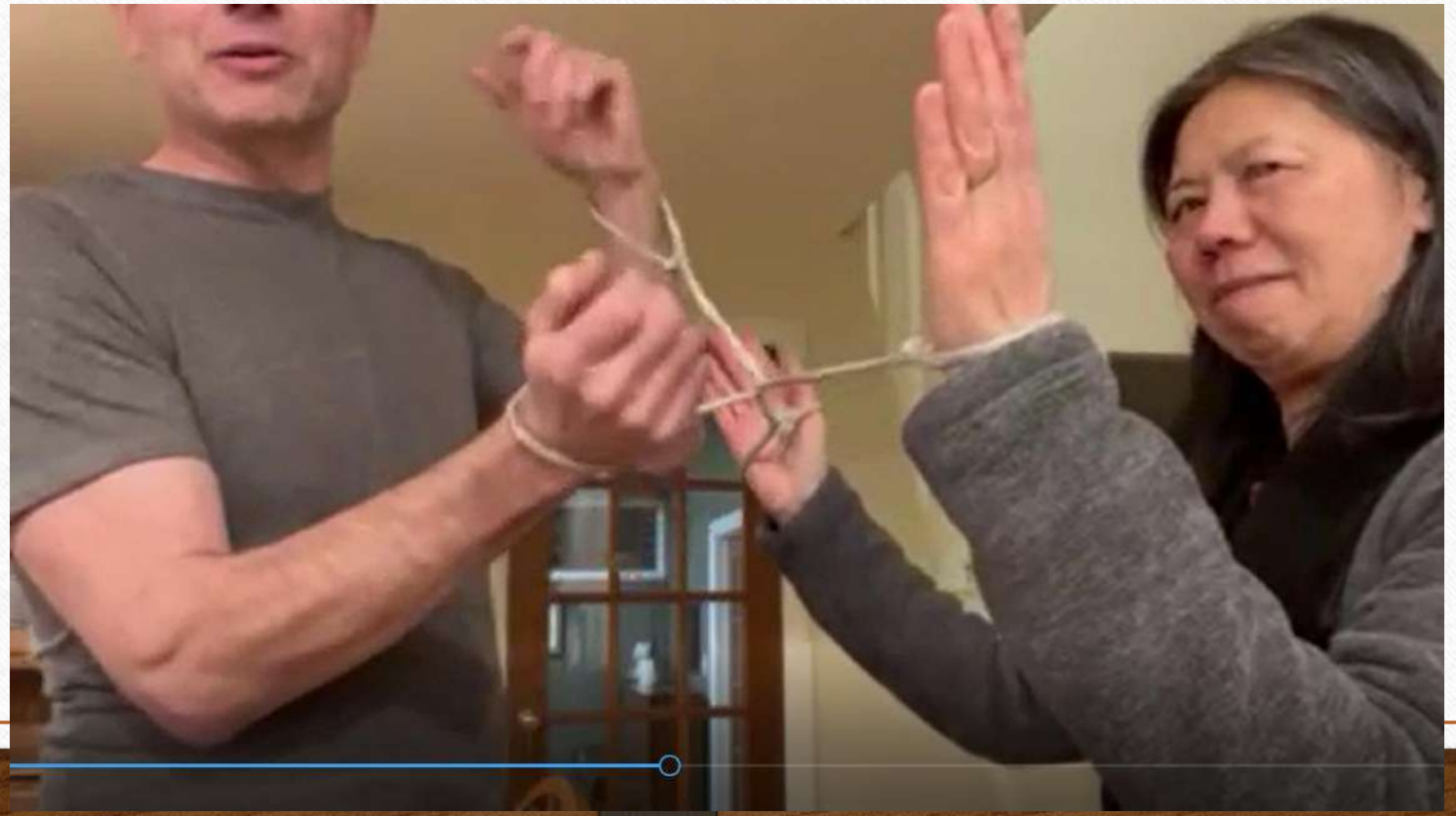
A problem-solving game

- I learned this when I was about 18
- It is really fun
- I have used it with Masters of Accounting students for creative thinking
- I have used it with CMA students in the legacy program

A fun game



Instructions



The game

- You tie pairs of people, who don't mind being very close to each other (inside personal space)

Instructions

When I say **go**, you must get apart, without:

- Slipping the loops off your wrists
- Untying the strings
- Cutting or breaking the strings
- (if they break, fix and continue)

Prizes for the pair that gets out first

- Or at least try the hardest
- GO!

What do you think?

Watch

- These are some of our grandchildren working on the problem



This is what 100% of participants do

- It is very funny to watch, lots of gymnastics

Results



- Doing every possible body move, leads absolutely nowhere
- (I was stumped by this, when I was tied up, a long time ago…)
- Two rings can't come apart
- But is it two rings, is there another angle to consider, get outside the box

Now what do you think?


Rope Puzzle Solution 1080p HD
Play (k)
0:00 / 0:15
Scroll for details

Conclusion

- You all now have a great party game to use, I will send you the solution link in the completed slides
- Rope Puzzle Solution 1080p HD - YouTube

I think many of you under-estimate yourselves

- You say “I am not that creative”
- I don’t think I ever will be creative
- A CPA who said she was not creative … came up with new names for two of my courses and was paid for it
- Keep trying
- Leverage this course’s ideas

The dunk bucket





How to make one to have fun with my kids?

Problems:

- A long time to fill up, 1,000 plus litres
- Needs to be strong to hold person up
- Needs to be strong to hold all the water
- Expensive to build
- Made of steel, heavy and hard to move around – needs trailer

Solution – help me, what do you think?

Different angles

- Change the material it is made of
- Change the dumping part
- Change the bucket part
- Change the whole design
- Get around the problem
- Get financing for the real one

Different angles

- Change the material it is made of to make it lighter (titanium, fiberglass)
- Change the dumping part (a crane, push them out of a tree, push them off a diving board)
- Change the bucket part (they fall into popcorn or balls or dig a hole in the backyard)





Different angles

- Change the design (use cheap, scrap materials, they just get sprayed with a water gun or a fire hydrant)
- Get around the problem (create a video game version)

Get financing for the real one

- Create a partnership with the neighbours
- Do some crowdfunding



Then the solution hit me

- Make the bucket dump on the person
- After shrinking it!



You say

- Ideas don't just hit me
- I think if you push and practice the ideas, in this course, they may start hitting you

Note

- 15 years later, I found out that some others have come up with this idea, I came to it independently

Sometimes creative ideas happen by accident

- You probably know the post-it note was created by accident, the glue wasn't working properly..



Sometimes creative ideas happen by accident

- I use a piece of plywood with a small hole in it, in building my backyard hockey rink, unintentionally
- Our kids use it to improve the accuracy of their shot



Sometimes creative ideas happen by accident

- A few years later, the Ottawa Senators test thousands of kids in the region on the accuracy of their shots and other skills, one of our kids wins the competition

The Rideau Canal

- Goes from Ottawa to Kingston, it is 202 km
- It passes 1 km from my home
- You heard about it earlier

Another obvious idea

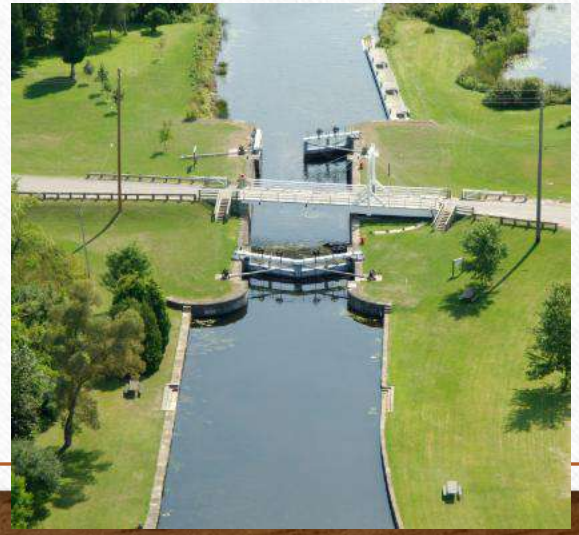
The Rideau Canal

UNESCO World Heritage Site



The Rideau Canal

- I have canoed almost half of it with our kids
- Like many waterways in Canada, weeds are a big issues, some invasive species
- Fouling the waterway, bad for swimming, but tangling boat propellors is the biggest issue



Solutions?

Solutions?

- Pesticide?
- More penalties for invasive species
- New fish or animal species that eats the weeds, but…
- Close the canal
- My friend know the guy who invented the underwater weed lawnmower they use
- Sort of obvious

Obvious, the weedmower….





A MANUFACTURING EXAMPLE

Home building

- You build a home on the site
- This is an outdoor, uncontrolled environment, so there are quality and other issues
- But we manufacture most things on an assembly line, in a controlled environment
- Why not do this for homes, someone said one day
- This is doing the obvious that no one else thought of

Implementation

- A number of businesses do it, one a former audit client of mine, I have been on their assembly line, it was quite neat


GUILDCREST
HOMES

More

- One of my brother's is an investor in a business mass manufacturing sections of homes, not the whole thing, also an innovative idea

How to practice creative thinking?

- Someone in this course said the best way to practice creative thinking is "improv theatre"
- That is interesting
- A favourite party game in my family is charades, sort of the same thing I think

Charades



Charades

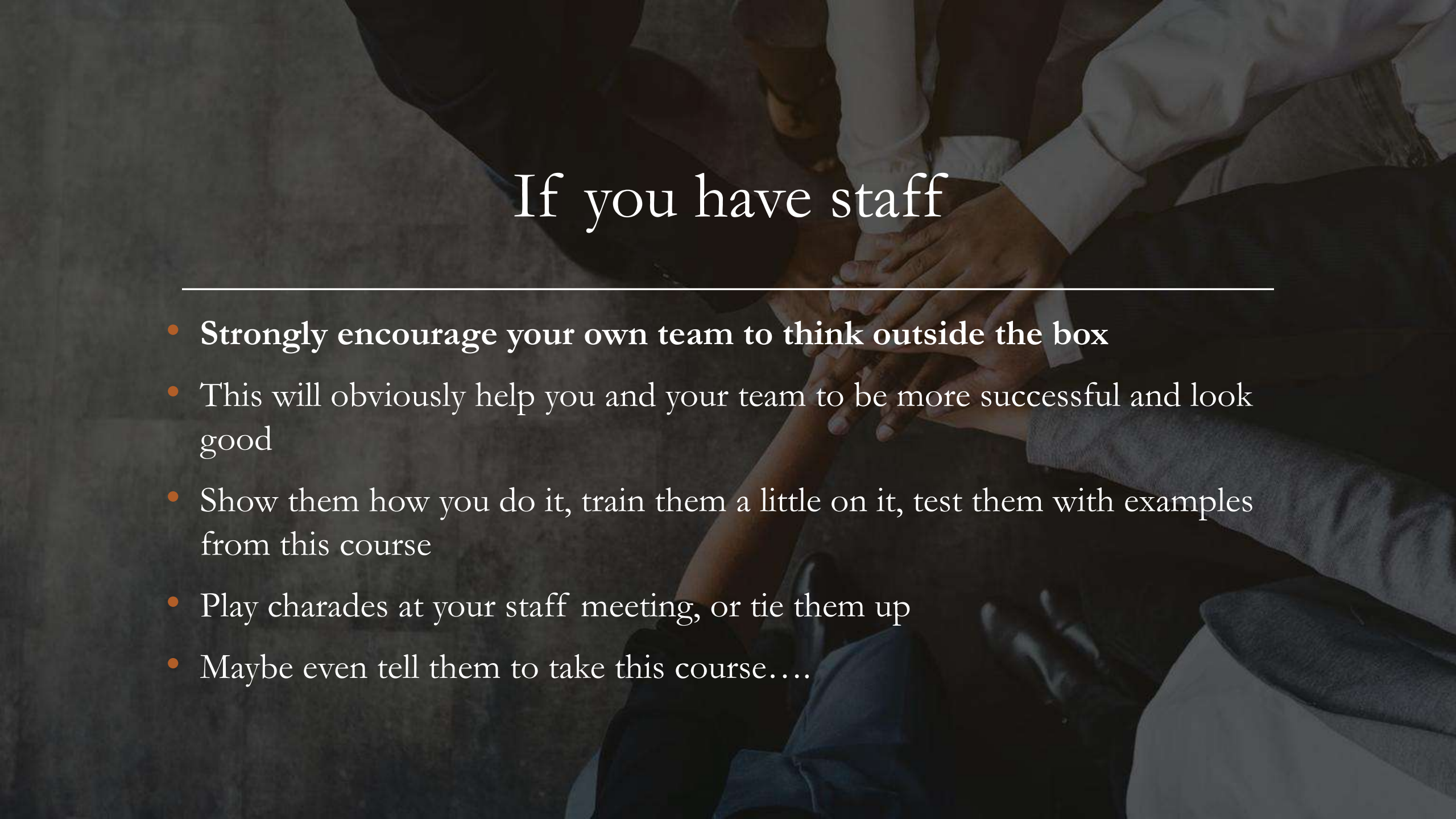


Try these:

Fire alarm

Raining cats and dogs

CPA



If you have staff

- **Strongly encourage your own team to think outside the box**
- This will obviously help you and your team to be more successful and look good
- Show them how you do it, train them a little on it, test them with examples from this course
- Play charades at your staff meeting, or tie them up
- Maybe even tell them to take this course….



Random – the glass of water



- I am travelling in Asia for the first time
- It was hot, no air conditions, so as is my habit, I kept a glass of water beside my bed, to drink in the night
- My host saw it the first morning and asked me if I had a cover for it, I said no
- They were horrified, they said…
- Fortunately, I did not get sick ….





Criminals

- Have done all kinds of outside the box methods to commit crimes
- Some we have not heard of, because the police never solved them
- We won't give them any glory
- Or give you any ideas
- By discussing these in this course…

Since I was taking about crime

- In high crime areas, with lots of cell phone and wallet taken in hold ups (not pick-pockets
- The solution old cheap cell phone and wallet with minimal cash and expired cards to hand over….

What do you think?

- Hotline to police (I once worked for a company that had this panic button product)
- Cameras in vehicle or at least audio
- Don't drive Uber/taxi
- Flashing light if driver presses the button
- Pepper spray
- Guns?

More crime fighting





Solution: air bags installed under the back seats, driver presses a button to activate them if threatened!



Risk: concussion or worse for the robber!

Youthful outside the box tax idea

- CA students like me were very poor, making about $18K salary, with lots of unpaid overtime
- 18% of earned income RRSP room could not be carried forward, if not used, in those days

My idea

Break the rules

- Contribute 18% of earned income, $3,240 to my RRSP at the end of February
- Take it out March 1, a 5% withholding tax applied, $162
- File tax return for the prior year and almost immediately get tax refund of 23% marginal tax rate x $3,240 = $745
- Cashflow bump of $745-$162=$583 seemed huge at the time
- Just timing of course, and we would not be a higher tax rate the next year, otherwise the impact would be negative

The result

- Lots of my fellow CA students got the idea from me and copied it
- Apart from the small cash bump, they said the best part was after sitting with the banker and buying the RRSP, saying now, let me withdraw tomorrow and seeing the banker's face!

Another tax idea

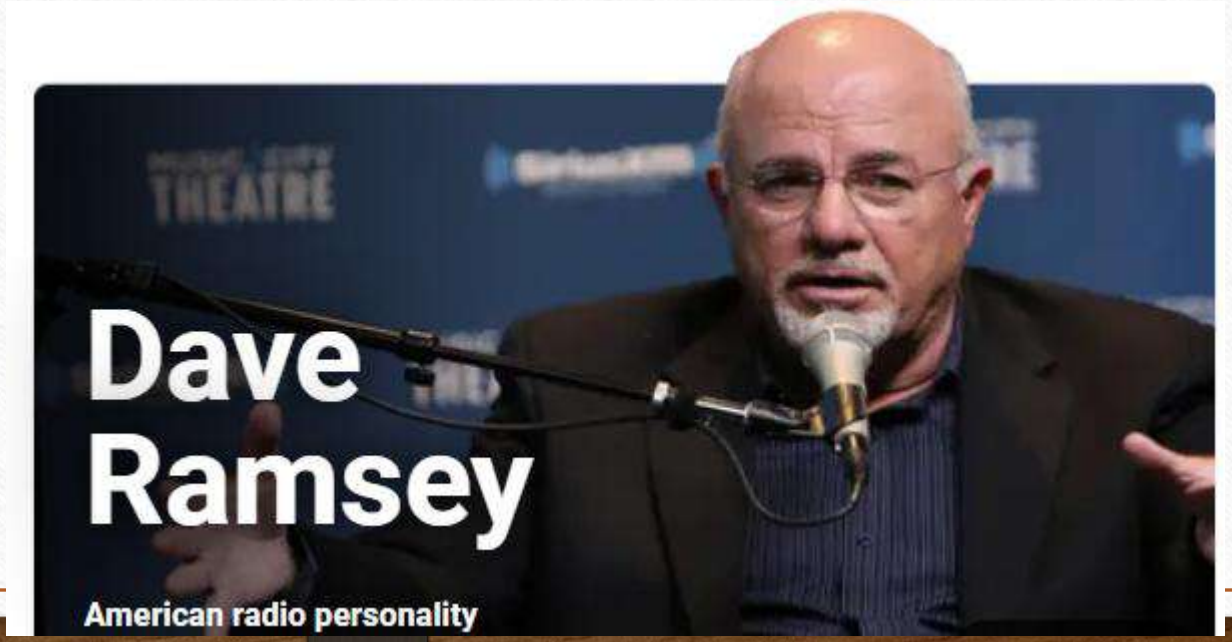
- Facing a tax problem, as I was moving on from a company, where I had been CFO, where a certain tax benefit was eroded by profitability and size
- Because of the many investors involved, who were not employees, it would be impossible to just pay everybody more to reduce profitability
- I came up with an outside the box solution involving bonuses and gifts to shareholders

Another tax idea

- I had a model PWC helped create and I put this in the model and it saved tax at 2-3 x the payment amount, which is rare in the tax world
- I went to PWC and said, “would this work?”
- They said it would!
- I said to the company, this is my goodbye present
- I can’t share it, it is proprietary, benefit, millions in a certain context

A financial dilemma

- I heard one exchange like this on a show, by one of the most famous financial experts in the USA, Dave Ramsey



Question like this

- “Before she died, my wife promised $300K to each of our kids if we sell the house. I must sell the house soon, but I am convinced that this type of money would be bad for them, they are 18 and 20. What advice do you have?”

Analysis

- How would you advise him?
- Would $300K when you were 18 or 20, be good for you, or would it have spoiled you?
- (I know a guy whose early 20s son became a Bitcoin millionaire, but now the father despairs about the son's laziness and lack of motivation)
- I am glad that I didn't come into any money at that age, so I had to work hard

What do you think?



Break the promise, Mum will never know?

Sure, you can have the money, but when you hit 30, not now





Other ideas?



15:29:42 From Beal to Everyone:
I will invest it at 6%, but you can't have it, you must wait 4 years, but it will be $357K

The famous guy's answer

You have no options, you must keep your late wife's promise

What did I think?

- I absolutely agree, you have no options, you must keep your late wife's promise
- But there is nothing wrong with offering the kids another options which they could choose, instead of the Mum's promise, that would be more overall beneficial to them

For example

- You could alternatively choose to get $100K after we sell the house, toward a course of study or apprenticeship approved by me (US school fees are very high) and $50K when you graduate, plus $200K, conditional on you using it as a down payment on a home, if I believe you can service a mortgage, total $350K
- Mum's promise is not broken, but they can choose to get even more money, conditional on some responsible steps

More

- He would know his kids' personalities and what would be best for them
- I think most wise kids would see the motivational and financial advantages of this

Variations

- There could be all kinds of variations, money on a “approved” marriage, for children, etc
- I was actually shocked the advisor didn’t suggest any of this, he was stick in the box

The last example is set in the world of aircraft de-icing

Expla



- If there is anything on the windshield of your vehicle left outdoors, they are de-icing the aircraft at the airport (freezing rain, ice, frost, snow)
- It is illegal and dangerous to fly with contamination on the wings

Current aircraft de-icing method – spray hot glycol

- Expensive, poisonous, can‘t be done while loading the plane, slow, delays flights, bad for environment, gets in the ground water & rivers & lake



Needs recovery infrastructure

Airport deicing fluid runoff to be reduced with $19 million treatment system



The creative alternative

- Cheap
- Non-toxic
- 99% less environmental impact
- Reduced need for recovery infrastructure

The creative alternative

- Can be done while loading the aircraft
- Revolutionary for the industry, a game-changer
- Patented

What is it?

- It is not a microwave!
- (They tried an infrared oven, but gave up)

What is it?

- It is not a microwave!
- (They tried an infrared oven, but gave up)



Past guesses in class:

- Salt (the most common one, worth trying the obvious)
- Urine
- Vaseline
- Beet juice
- Hair dryer
- Sound waves
- Vibrations

What is it?

- Hint
- How does one melt ice/snow/frost?
- Heat
- How does one deliver the heat?

Steam and blow dry!



Heat transfer

2 seconds, which will hurt your hand?

400 degrees Fahrenheit



212 degrees Fahrenheit

My job as CFO of the company

Raise the money to take this idea to market:

R&D, proof of concept, prototypes, trials to commercial orders

Various kinds of fund-raising including doing Dragon's Den type presentations



FIRST DEMONSTRATION



PROOF OF CONCEPT



OPERATIONAL VALIDATION TESTING



COMMERCIAL PROTOTYPE TESTING

In action – operational flight



Toronto Island Airport



Testing Montreal airport – no active precipitation

Comparison of Pushback to Wheels-Up Time

GATE 50	SIDE-BY-SIDE AIRCRAFT	GATE 51
AC 1850	FLIGHT NUMBER	AC 1806
273	FIN NUMBER	209
A320	AIRCRAFT TYPE	A320
6h30	SCHEDULED DEPARTURE TIME	6h30
CHINOOK	DE-FROSTING APPROACH	CDF
6h33	PUSHBACK TIME	6h28
06R	DEPARTURE RUNWAY	06R
6h44	WHEELS-UP TIME	6h59
11	TOTAL TIME (MINUTES)	31

Note

- **Aircraft de-icing**: clean the wings, unregulated
- **Aircraft anti-icing:** there is active freezing precipitation, apply coloured glycol to surfaces, shears off on take-off, pilots often call it de-icing, but strictly speaking it is different, regulations govern its use

That's different, let me take a photo! (Ottawa airport)



Clean cold comfort

An Ottawa startup believes its 'tempered steam' de-icing system could save the air industry $800 million a year. But first it must thaw the wallets of stingy investors



Chinook is hoping to land a deal soon with Air Canada that could potentially reduce airport delays and and the environmental consequences of using heated glycol to remove ice and snow from planes.

Now you know

- What product we wanted to test at an airport in the cold, in the earlier example in this course….

PATENTS & PATENT APPLICATIONS

Delivery Systems for Optimizing Heat Transfer to a Contaminated Surface

- Systems and methods of delivering gaseous heat carriers, and more particularly to a delivery head system for optimizing heat transfer from a gaseous heat carrier to a surface These systems and methods of deicing and drying involve the application of different combinations of heated dry air and specified compositions of heated moisture-laden air to a surface for a period of time
- Systems and methods of delivering a gaseous heat carrier to the surface of an aircraft engine
- Delivery heads specifically designed to engage with an aircraft engine
- Retraction-deployment systems in order to facilitate the storage and transport of the delivery head's inflatable chamber

Pending Patent Applications:

Canadian Patent Application based on International Patent Application No. PCT/CA08/00928 filed October 21, 2009

U.S. Patent Application No. 12/599,092 filed November 6, 2009

European Patent Application No. 08757091.7 filed October 26, 2009

Aircraft de-icing solution



- It is steam
- How come no one thought of this before?

The answer:

- How come it took so long for wheels on suitcases to be used?

Point: An obvious solution, may be very powerful



On a related topic

- I have to travel to teach courses in other cities, alone, on crutches after hip surgery, what should I do?

For my travel on crutches…



I know what you are thinking..

- This guy is crazy….
- Some of the most creative people have been viewed as a bit crazy

In the webinar, I say wait

- We have __ creative thinkers here, and I asked for examples of your creative thinking and have got none
- In fact, I have asked thousands of people taking a portion of this course material, and I have only got about five examples!

Past examples, from about five

- “I created a spreadsheet to do depreciation calculations”
- “We put a fan on the cat litter fan as the smell bugged husband”
- “We have rabbits roaming the house, so we installed our plugs one metre up the wall, so the rabbits won’t chew the wires….

What does this mean?



Why is this?

- They are not really creative?
- They are shy?
- Their examples are confidential?
- They are lying
- They feel their examples are not interesting?
- I am not sure, if you know, write me
- Even better, write me and prove you are creative with an example…spriddle@bell.net
- They have hundreds, they just can't think of them?

Post course comment

- “Great course. I have been an accountant for 30 + years and **I am embarrassed that I could not think of a creative idea, especially when I used to advertise that I was a creative accountant.** I must do some more thinking on that one. “



Applying this at work

- Every time you come to a problem, ask yourself if you are thinking outside the box, challenging your assumptions…
- Tip: find your most creative situation and time
- Some people are more outside the box than others, but you can improve this ability

When are you most creative?

- 15:29:30 From Elaine to Everyone: in the shower
- 15:29:42 From Valerie to Everyone: not at work
- 15:29:40 From Raymond to Everyone: Driving to and from work
- 15:29:41 From Cindy Wilson to Everyone: Talking
- 15:29:42 From Mal to Everyone: walking
- 15:29:42 From Valerie to Everyone: sleeping or trying to sleep

For me it is exercise outdoors for sure

For me it is exercise outdoors for sure



For me it is exercise outdoors for sure



And often I am not consciously brain-storming on the topic, but I assume my sub-conscious is and ideas come to mind



Is anyone like this, I am sure you are, you weren't thinking of something specific, but a thought came to mind



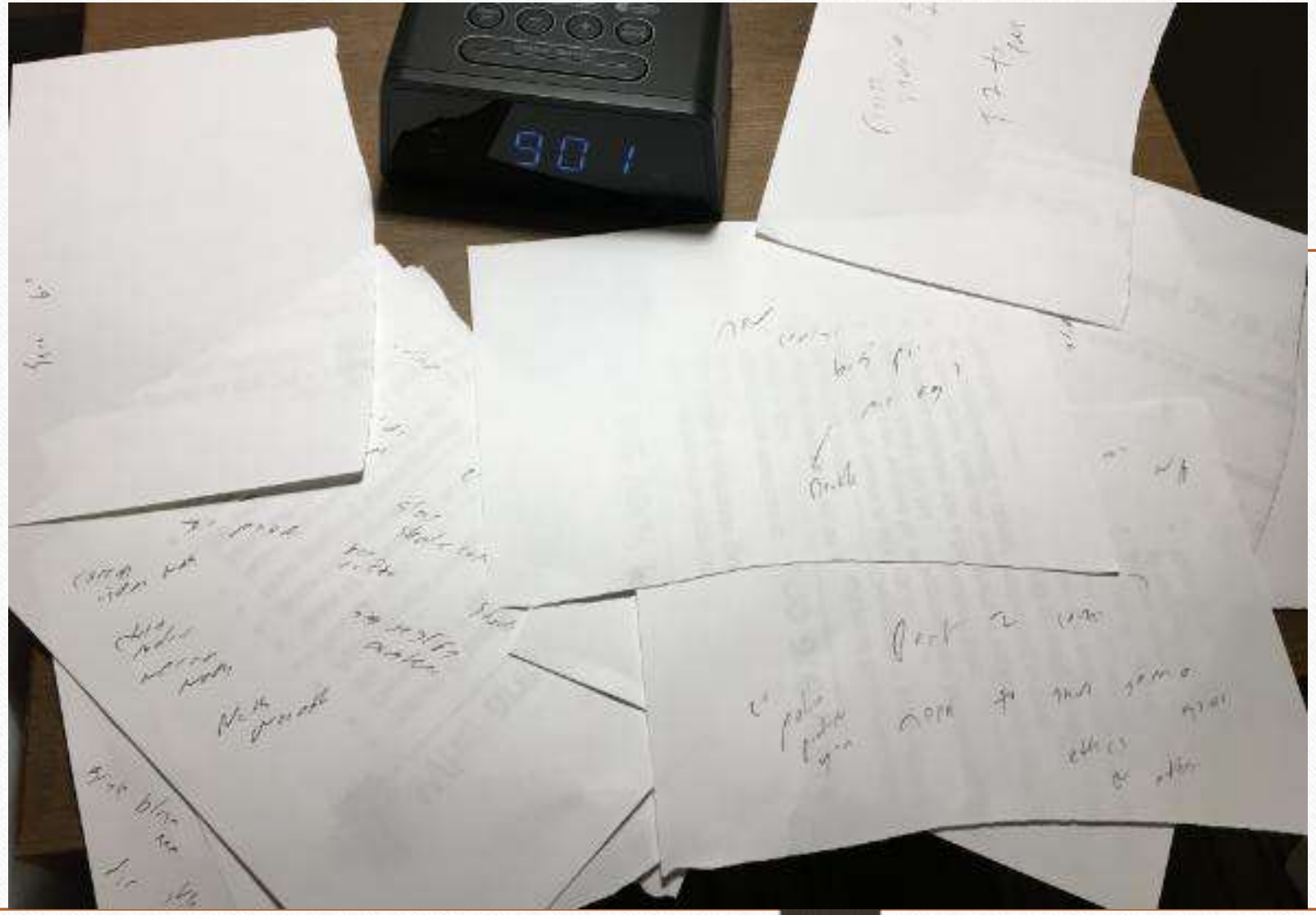
Once I came up with a $350K tax outside the box idea, while cycling

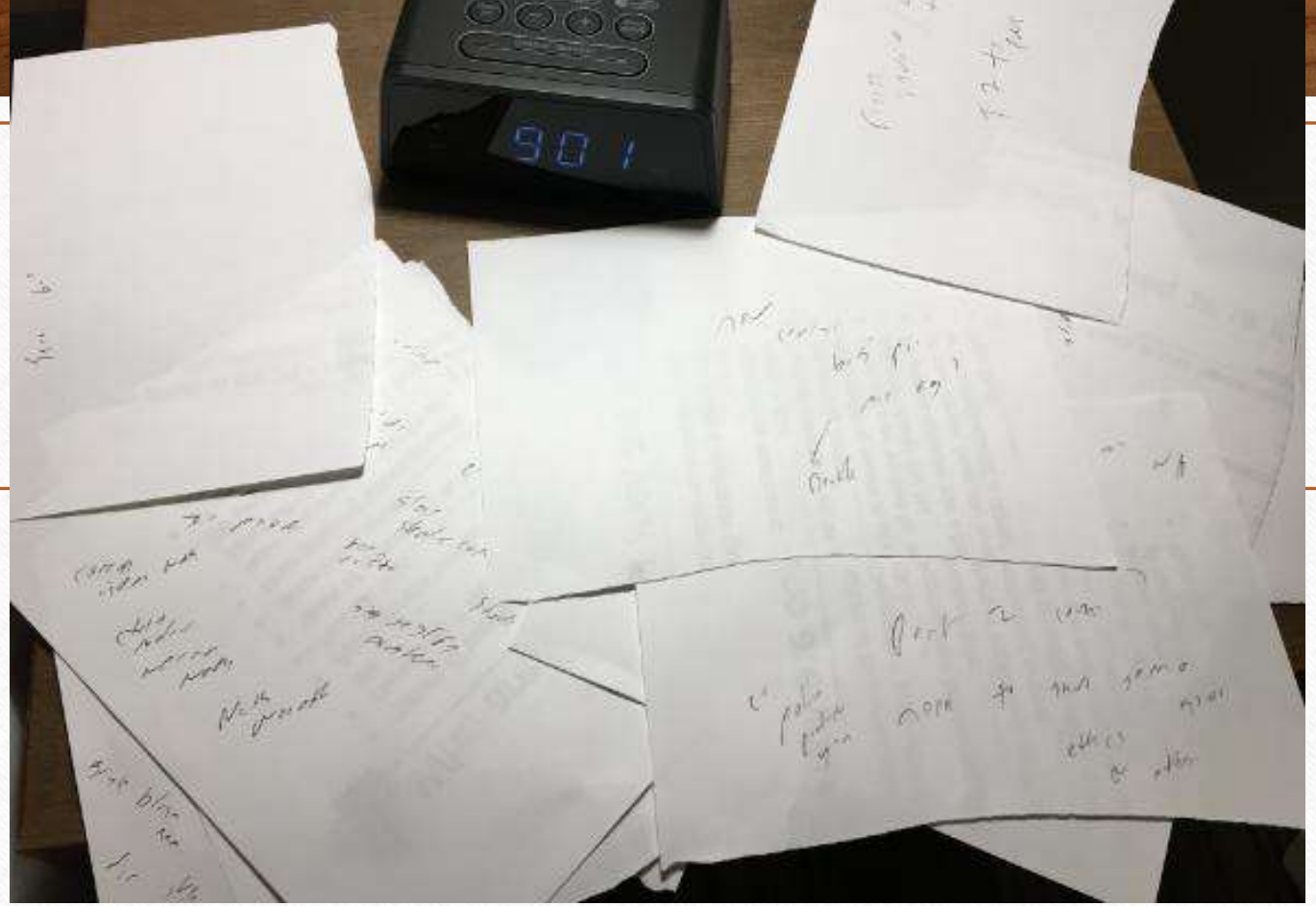


Although one course idea came when I was in the shower….

Another time I am creative

- When I would rather not be creative…
- When I should be sleeping


9 0 1


9 0 1


Cartier Place



Thinking tips

- Are managers paid to be creative?
- Does your culture reward creative thinking? Or scare people from coming up with creative ideas, which sometimes involves risk?

People ask me to do short consulting assignments

- To get some outside the box ideas
- I have provided them in several industries, that I am not familiar with, eg fashion
- One company was stuck when their salesperson wanted shares of the subsidiary as compensation, and they didn't want to give him any
- I solved the problem with notional shares that would please both parties, not a Phantom Stock Option Plan

Note

- Send me an email if you get a good outside the box idea inspired at least in part from this, one day…

CPAs on this material

- *“I will remember the 'outside the box' thinking and try to apply it to my everyday work practices.”*
- *“So true that we aren't intrinsically the most creative persons, but there are ways to improve that for the good of our clients, companies and ourselves.”*
- *“Useful feedback: I especially loved the creative thinking piece - one of the most powerful "soft-skills" a CFO or Controller could possess.”*

I AM PRETTY DUMB IN MANY AREAS..

A brain weakness I have

- I can be creative, but I often don't connect things, my wife is less creative but connects better
- I bike 6 km to a store, to buy something, but find I forgot my wallet, so it was a wasted trip, I biked home
- I should have remembered my soon to be daughter-in-law lives with her family 70 metres a way, and would have been glad to lend me the money…
- But I didn't make the connection

WHAT HAPPENED TO THAT DE-ICING TECHNOLOGY?

In a nutshell

- It didn't take over the world of de-icing, because the owner/inventor did some really dumb things
- He was about 84 at the time
- It is a long, painful story, shared at the end of my course **Practical Tips for Controllers & CFOs**

An Air Canada pilot - a de-icing expert - said the story is like that of the

THE AVRO ARROW



The great Canadian aviation invention

- Probably better than any aircraft the Russians or Americans had at the time

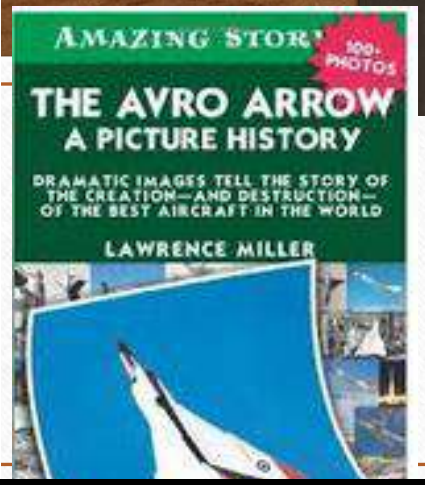
It was faster than today's top jet fighter…

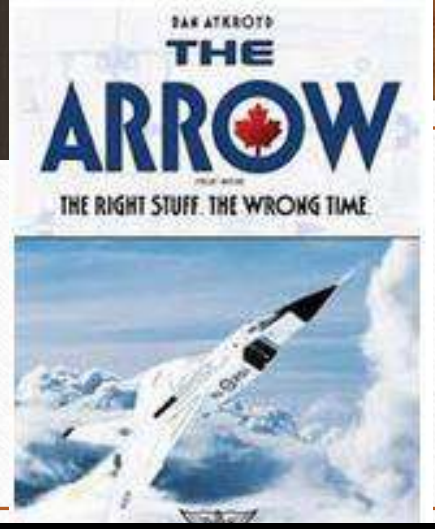


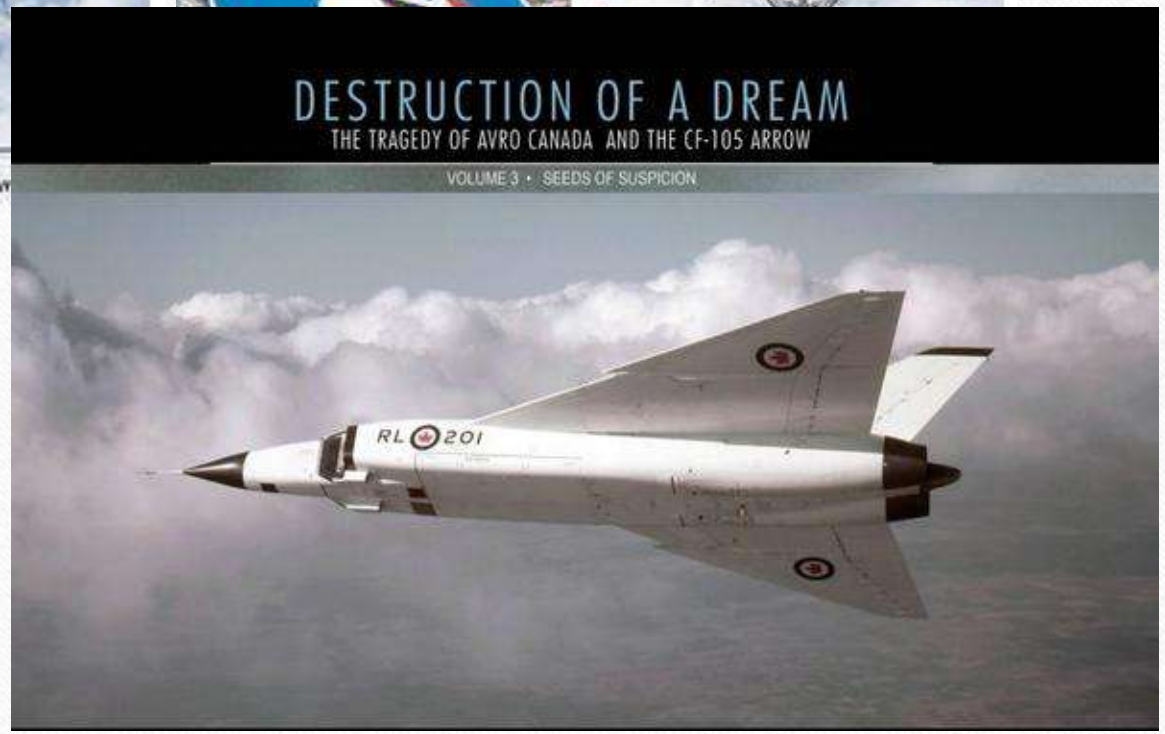
The great Canadian aviation invention

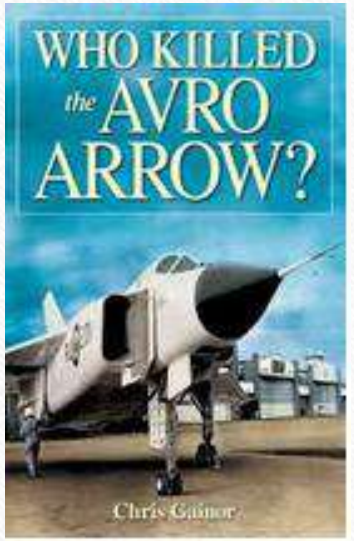
- But it went down the toilet for reasons that are still debated


DAN AYKROYD
THE
ARROW
THE RIGHT STUFF. THE WRONG TIME.


AMAZING STORY
100+ PHOTOS
THE AVRO ARROW
A PICTURE HISTORY
DRAMATIC IMAGES TELL THE STORY OF THE CREATION—AND DESTRUCTION—OF THE BEST AIRCRAFT IN THE WORLD
LAWRENCE MILLER


DAN AYKROYD
THE
ARROW
THE RIGHT STUFF. THE WRONG TIME.


DESTRUCTION OF A DREAM
THE TRAGEDY OF AVRO CANADA AND THE CF-105 ARROW
VOLUME 3 • SEEDS OF SUSPICION
RL 201


WHO KILLED
the AVRO
ARROW?
Chris Gainor

Don’t get distracted

- After this course, you are always brain-storming on things and getting creative, but neglect your day-to day-work and responsibilities



Top Participant

- That is you in the video course!

Top Participant

Thanks Stephen!! Who knew you could win prizes by not being able to keep your mouth shut haha!!

Check out my other courses

- I have about 20

In my other courses, there all kinds of outside the box ideas

- Special preferred shares for a cash crisis
- How not to take no for an answer in negotiations
- A systems conversion tip
- A great flight booking trick
- Ethics solutions
- Financial reporting, don't just roll up the number like 99% of accountants do
- Making employees happy with innovative ideas
- And many more

Closing comments

- I trust you were not bored by this video but learned from it
- Send me an e-mail **spriddle@bell.net,** to pick my brain or for questions
- Post a review
- You can do LinkedIn with me