Note for NWT NU customers

• This evolved into a 3 hour course, when it was originally planned to be 1.5 hours. Instead of needing to make a lot of changes to the website and system and quiz, we are providing it as a 3 hour course with about 1.5 hours of optional, bonus content. You will get credit for 1.5 PD hours and can pass the quiz, as long as you ensure you watch the first 1.5 hours

Note about electronic material

- You have the option of **printing the material** and taking notes during the course, or **taking electronic notes**
- If you print, we suggest you make sure you print the material large enough to take notes on it
- We cannot provide conclusive instructions on how to take electronic notes in the pdf file on each registrant's device, because of the wide ranges of combinations of pdf software that registrants may have, in addition to platforms, i.e. MAC or PC, tablet, etc.

COURSE INFORMATION

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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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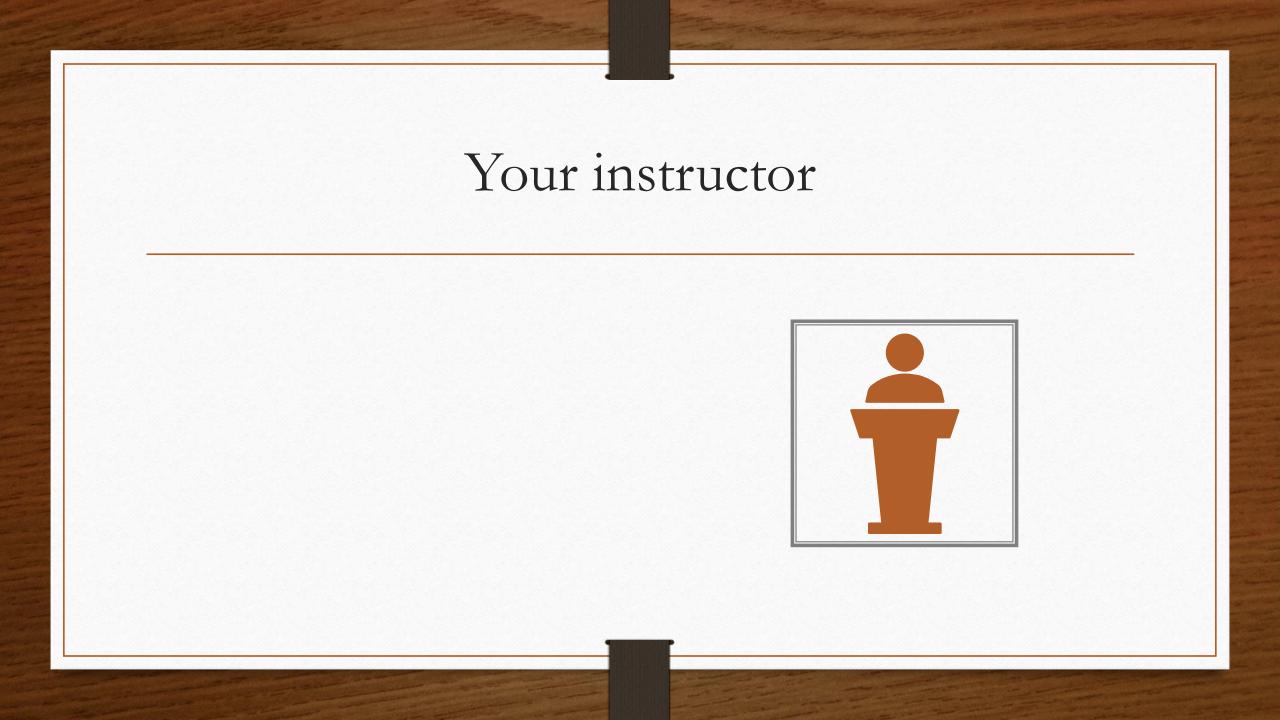


Introduction

- 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

- It is recommended, but not required, that the course be watched with the first set of slides in handout with the blanks, so viewers can think about the problems, without the answers in front of them, so they get more out of the course and see the "punch lines" delivered in the video
- The fully completed slide deck follow the deck with blanks in your course material



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

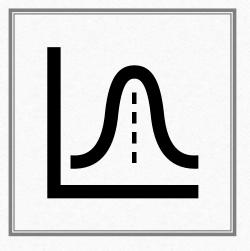
I just <u>stepped down</u> from the CFO job there this year in my 12th year, because I was effectively Co-President, and we decided to hire a dedicated President, and I can't be his CFO and boss at the same time

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



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:

24.500

154,000

95,000

154,200

110.000

89,000

50,000

- Practical Tips for Controllers & CFOs, Part 1
- Practical Tips for Not-For-Profit Financial Leaders, Part 2
- Practical Tips for Government Accountants

125.058

125.48

124,000

• People wanted more depth and people like shorter courses.. 125,000

154,568

56,845

110.000

150.000

35,000

99.011

99,216

101.090

101.684

-1 962

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

LESSON 1

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

- Historic examples of creative thinking
- The obvious as creative thinking
- The impact of education and experience

LESSON 2

- A longer engineering example
- More historic examples of creative thinking
- The issue was survival

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

LESSON 3

• Outside the box inventions

- The millionaire with no education example
- Creative thinking in wars
- Creative practical jokes
- A business contracting example
- Public sector and NFP/Charity examples
- How to prevent concussions in hockey?

- A cost-saving example
- Some travel and traffic examples

LESSON 4

- Real estate and toilet examples
- Race examples
- The mango millionaire
- The case of the stolen shoes

- The wet clothes dilemma
- Kitchen examples
- Another travel problem
- A game
- How to create a dunk bunket
- Creative by accident

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

LESSON 5

- A financial planning family problem
- Another creative engineering idea
- Applying this at work
- When are you creative?
- 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 <u>creative and</u> <u>outside the box</u>!

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

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...

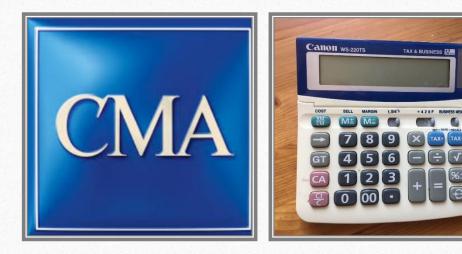
Are you a creative accountant?

Who is a (legacy) CMA?

If you are, we know you are a creative accountant

Legacy CMA advertisement

• "An accountant without creativity is just an expensive _____"



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

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 mindstretching 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



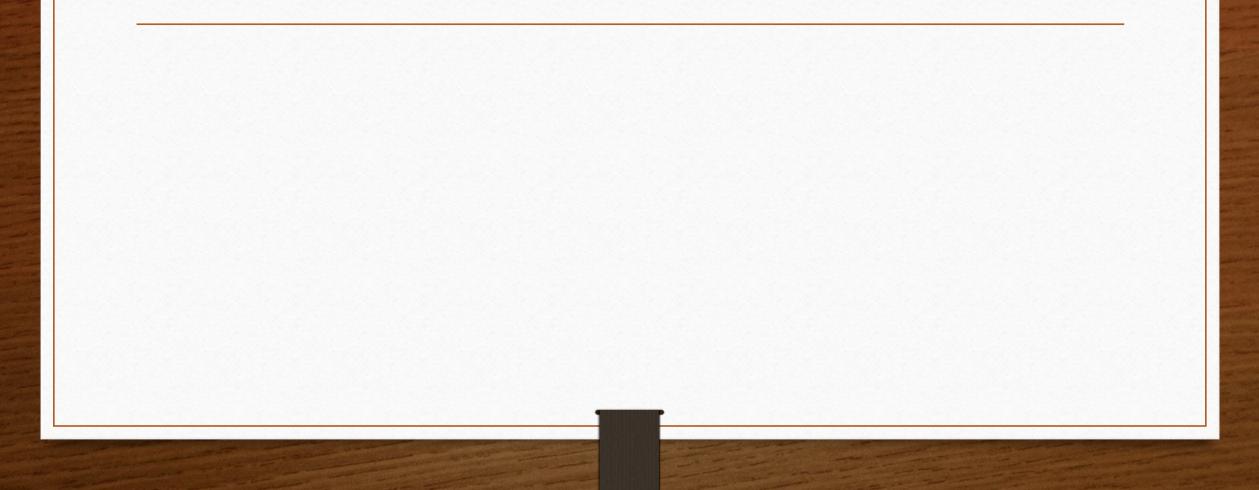
The best way to teach this is see examples

In this course

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

> A mix of business and nonbusiness 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

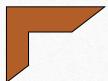
- Is _____
- Is usually non-____
- May involve changing ____
- Looks for new _____
- Includes _____ approaches
- I will illustrate this with examples





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



Sayings

- "Great minds ____"
- "_____ seldom differ"

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 counterintuitive 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

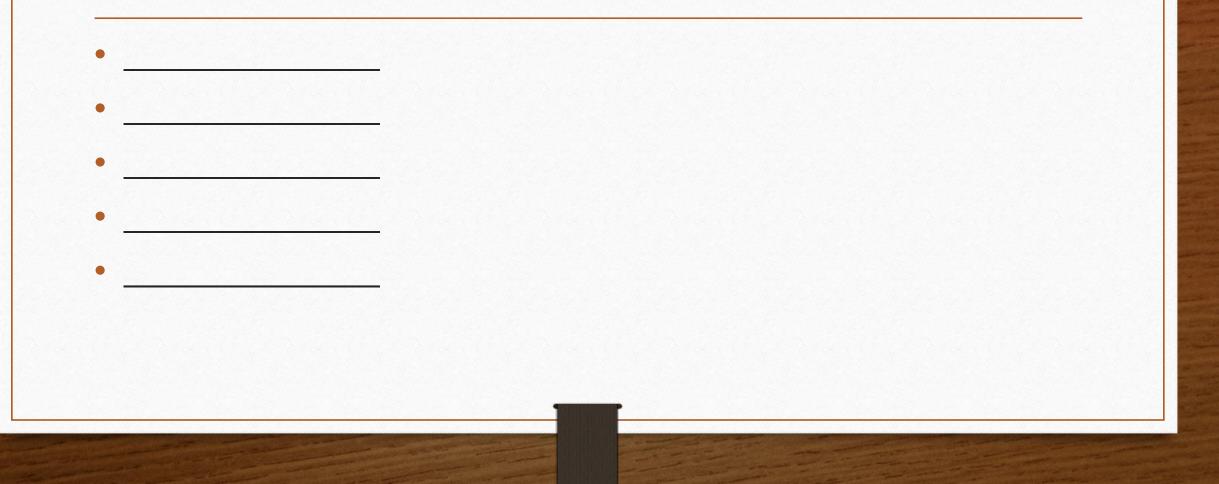
• Pause the video at each case/question and try to brainstorm to improve your thinking

Type whatever comes to mind first in the Chat

Lawsuit example

- I am on the Advisory Board of a technology company
- The company is served with a legal action related to its technology by another company
- What should we do?

99% respond along the lines of



The previous slide

Was not creative, outside the box thinking

Counter-intuitive

- I said: "we want to _____"
- Another Board member said: "let's _____"
- Also: _____ with the other company might work...

A post-course email

• I had an epiphany when you were talking about _____....

The rest of the story

• We overcame the legal action _

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

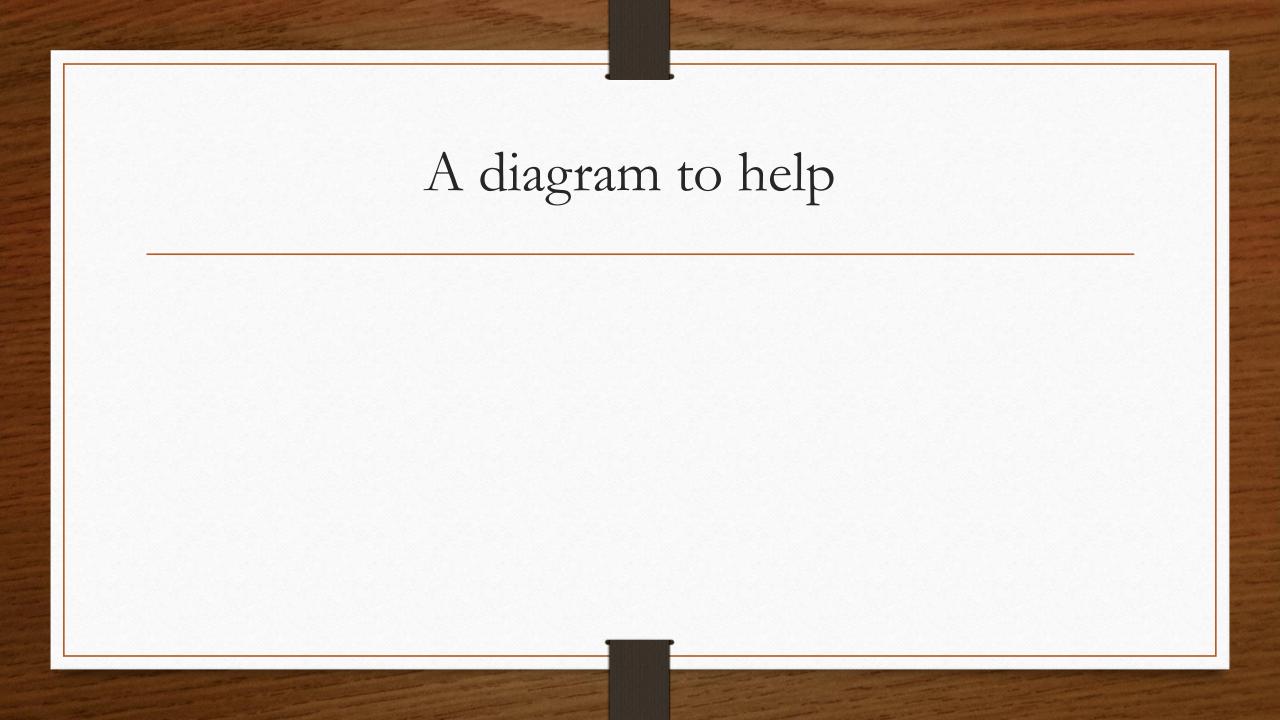
- A lateral-thinking man I know of
- I know a number of people who have worked with him
- They say he pours out tons of ideas in meetings, many of them garbage but some clearly worked
- #____ on Canada richest list (Forbes)
- _____, a billionaire

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





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

THE IMPACT OF EDUCATION AND

EXPERIENCE

Is your education hindering you?

- Did you learn to get outside the box through your formal education?
- Sometimes forget your _____ and ____!
- Three tax examples _____
- An engineer who solves engineering problems without _____

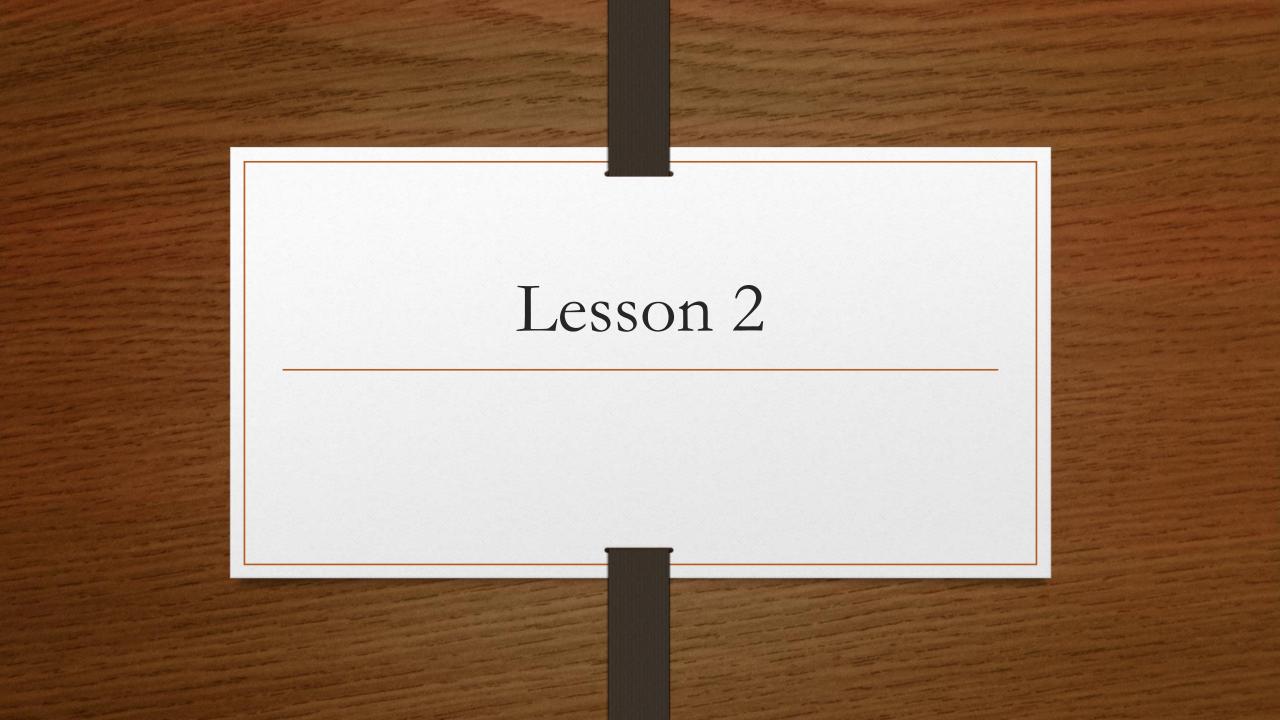
Explanation

- You and I are over-educated
- Most of us have been _____
- Did this education really get you outside the box for problem-solving?
- ___!
- In my family..

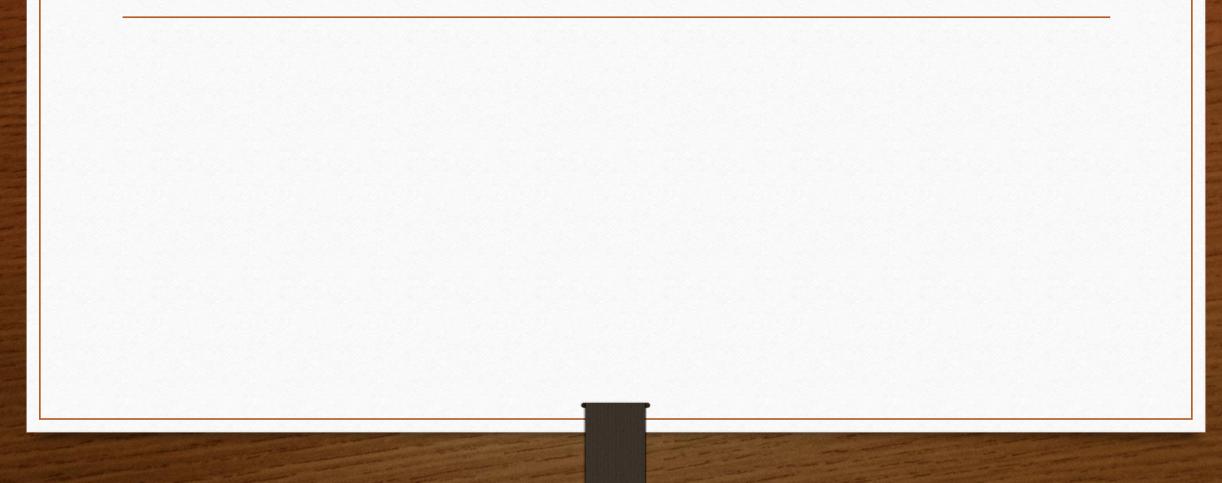
Our company lawyer

Who also was a President of another business contacted me and said

"That _____idea was so far outside the box that I would like you to do fund-raising for my nano-coating technology company...."



LONGER ENGINEERING EXAMPLE

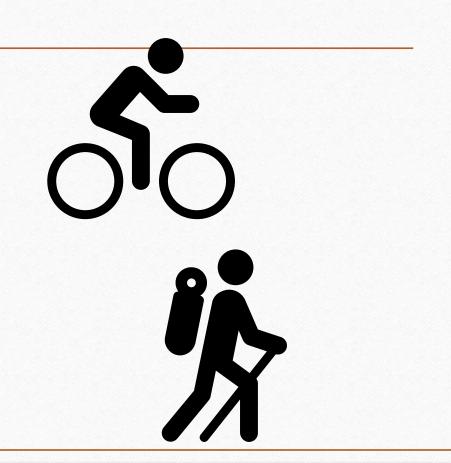


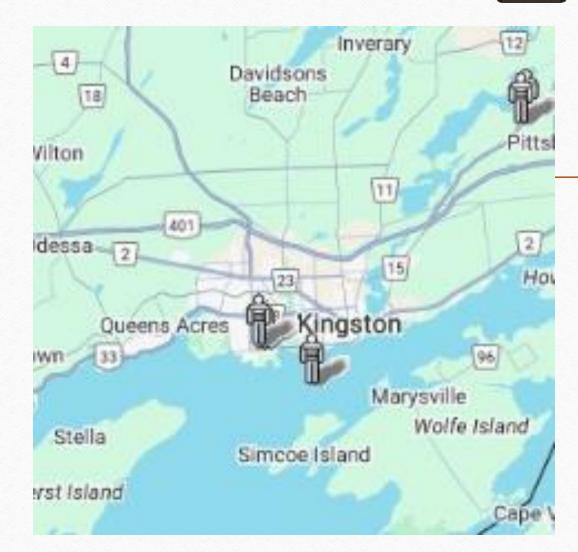
Winter problem – Kingston, Ontario



Kingston

- City of about 130,000
- Capital of "Canada" 1840-44
- About 200 km from Ottawa
- I have biked Ottawa-Kingston
- I have walked there from Ottawa, route is 325 km





Prisons in the Kingston area

 Many major prisons are important employers

Winter problem – Kingston, Ontario

 How to cost effectively get cars/people from Wolfe Island to Kingston for work and other reasons, in winter when the ice freezes hard (ferry in summer – 15 minute journey)

Start brain-storming....

• Prize for my favourite answer (different, funny, innovative, I have never heard before)

Remember, come at the problem from different angles...what are those angles?

•

• Lesson:

Hint: you might want to ask me a question...

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 _____

YOU PROBABLY FORGOT HOW CREATIVE THESE IDEAS WERE BACK IN THE

DAY...

Problem

People driving too fast on roads/in parking lots

Possible solutions:

- More speed limit signs
- More police surveillance
- Cameras

Creative solution

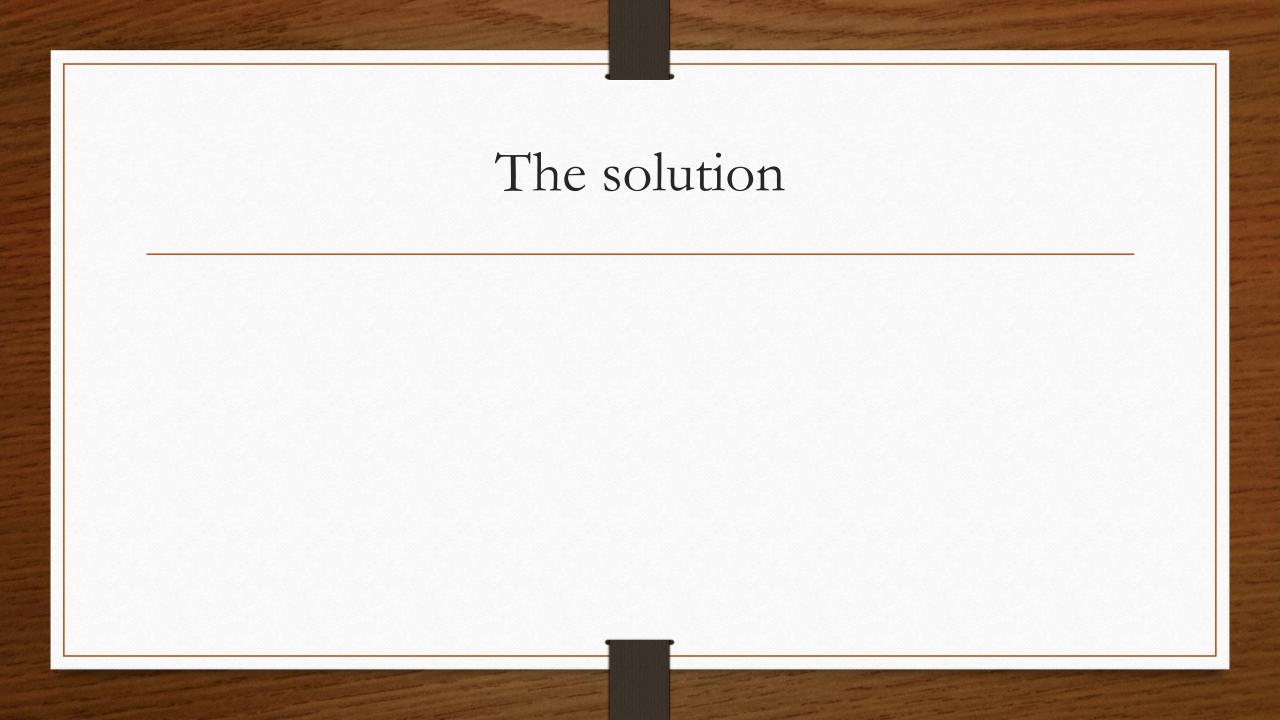
- Completely effective
- One time cost only
- No maintenance or on-going costs

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?



How to save money re-paving roads

• In the past, just add another layer of asphalt...



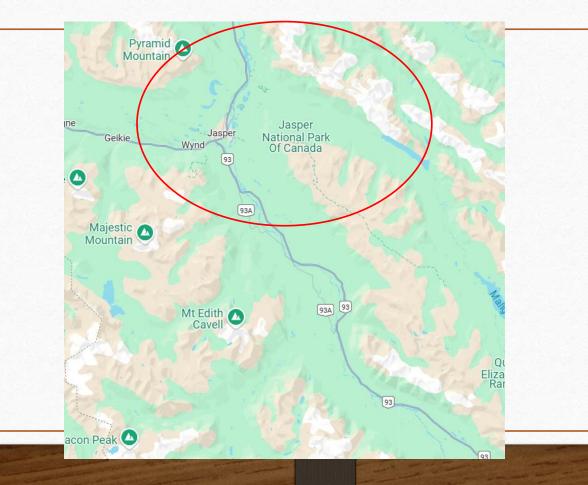
How to save money re-paving roads

• 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





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

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...

Being creative sometimes just involves <u>asking</u>

- 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

- 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

backwards....

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 hotel furniture tip

- I noticed this when teaching a CPA course at a hotel
- The chair cushions and fabric are old and worn out but they are too cheap to buy new ones.... the structure is still in good shape
- What should they do?

Creative idea

- With one employer, we put a part that had <u>**no**</u> 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

My brother's problem

- Their wood mill business pays \$40,000 more for electricity, than if they were on the other side of the road
- What to do?
- Can't move the facility
- I suggested

THE MEDICAL WORLD

The pandemic

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

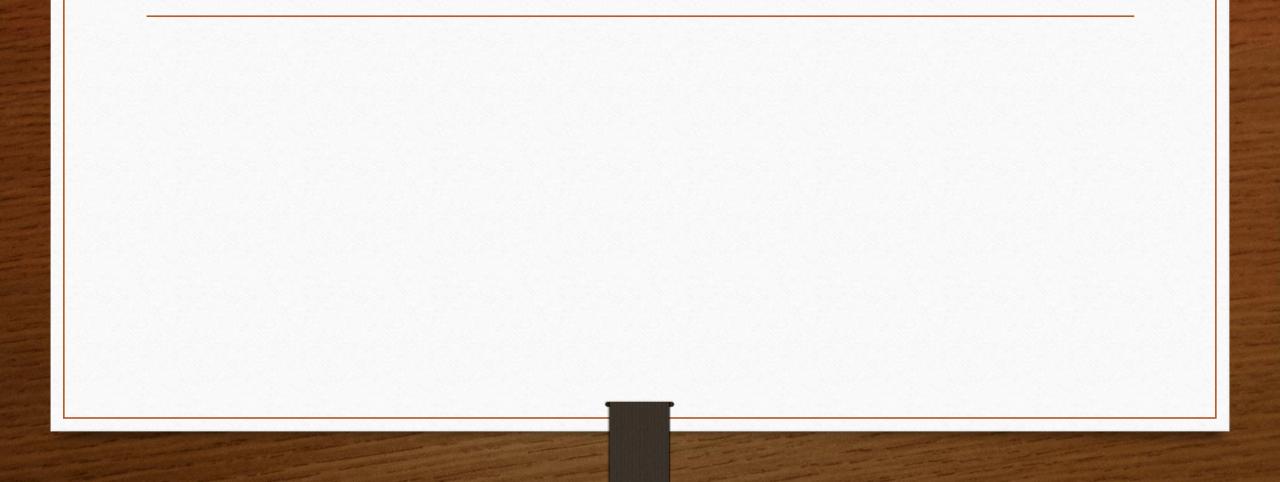
COVID-19

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 _____

Since we are talking about the medical world



I take a CPR course, required as I was a volunteer security guard





Place the heel of one hand on the victim's breastbone, 2 finger-widths above
 the meeting area of the lower ribs, exactly between the normal position of the

CPR



I take a CPR course, required as I was a volunteer security guard



The instructor says CPR is too tiring to do for a long time



What do you think?

I suddenly got outside the box, breaking the rules

- Use your _____ chest compressions
- Our emergency doctor son-in-law said...
- But we have not _____ tested it...

Note

• I am not a medical doctor

• Just a <u>doctor</u>...

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 <u>gadgets</u>

 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"

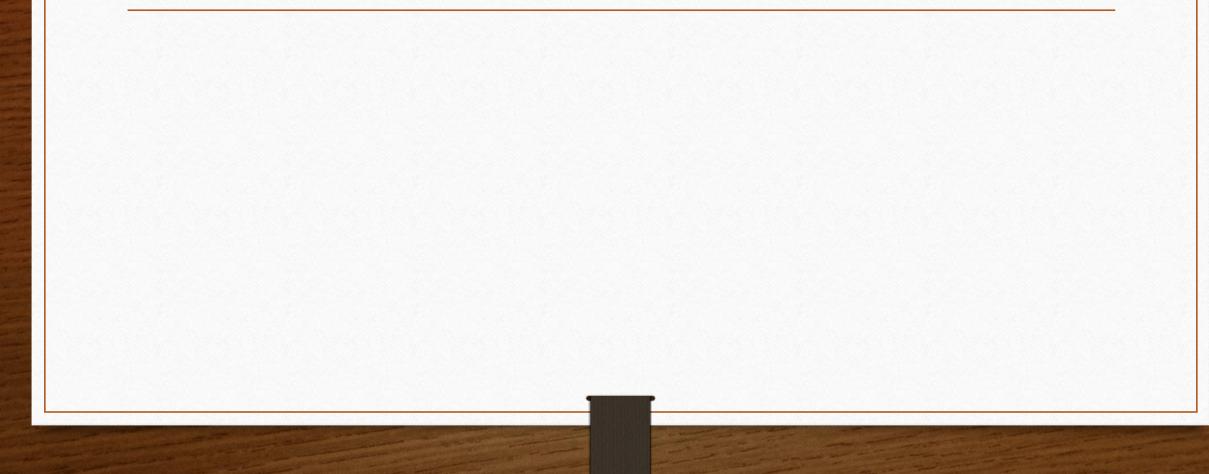
- A system to _____
- A _____
- A hidden _____
- And more
- Not sharing them, in case I want to _____ them...



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....

I AM PRETTY DUMB IN MANY AREAS..



A brain weakness I have

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

• Example: _____

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

Embarrassing accounting example

Problem:

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

Question:

How can we resolve this?

Answer:

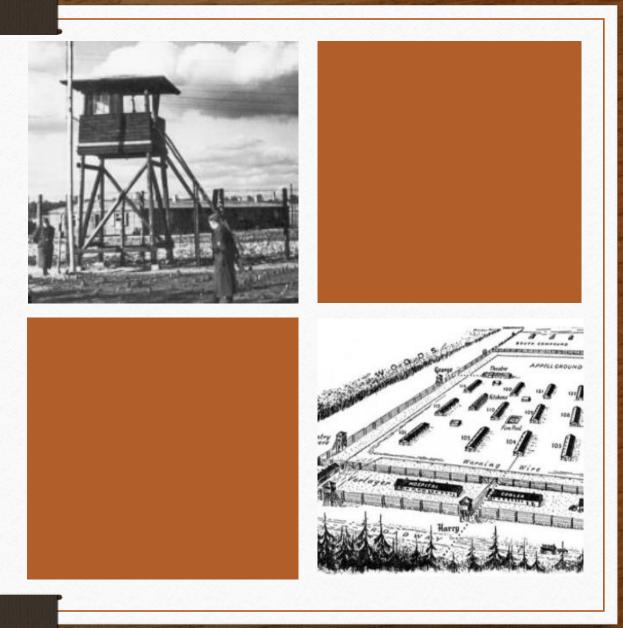


Wars result in the need for outside the box thinking

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

Problem

- Escape from Germany POW camp in WW2
- Just about the only practical method tunnelling
- Issue: tunnel entrance options in buildings extremely limited, easy for guards to detect



Solution



- 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

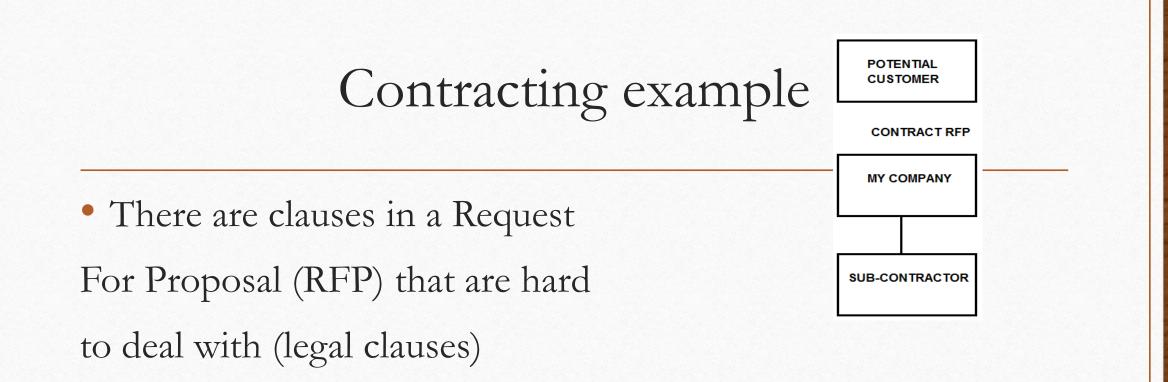
- My Dad told me this one
- When he was at Cambridge, the students were well known for pranks
- Some students once partially dug up a road, and left some constructions signs there
- It was months before people realized it was a prank



The students thought of a new prank

• They found _____

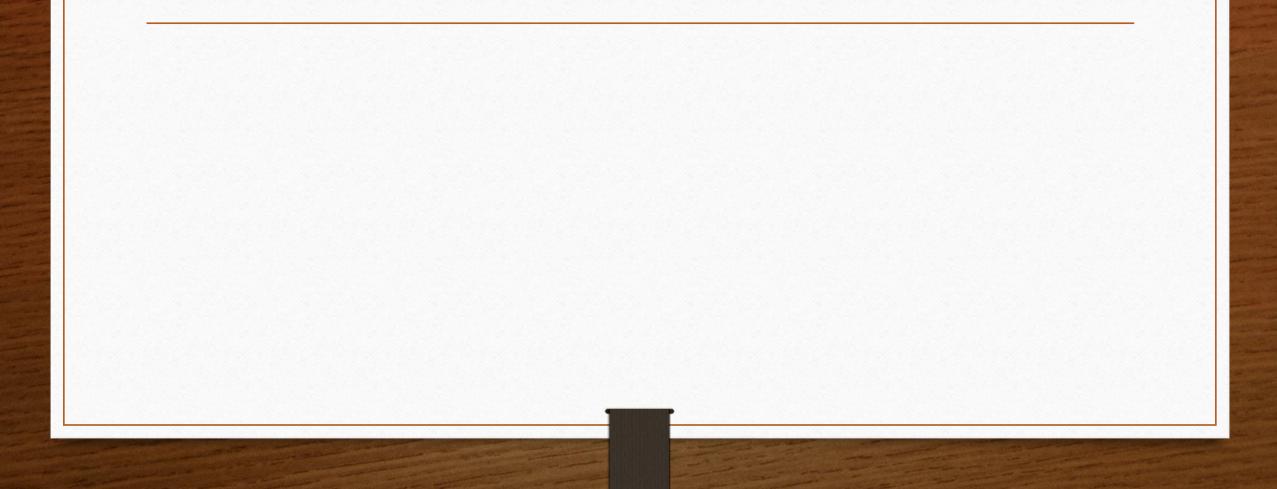
Back to the serious business world



• We must win the contract, how can we overcome this?

• By _____

What are your ideas?



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



NFP Management

• Solution: ____

More NFP thinking

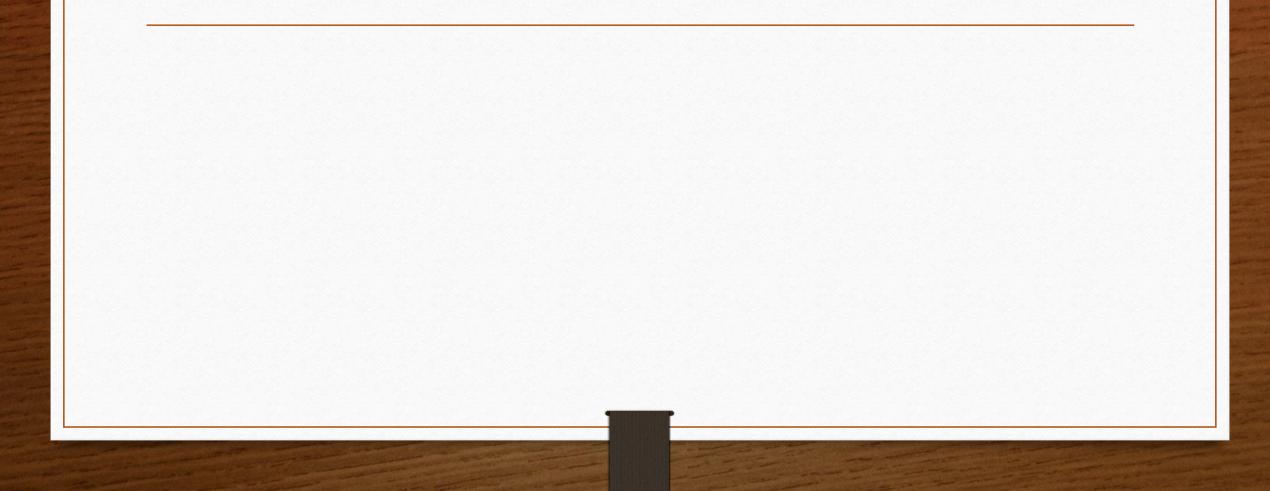
- Charity has a valuable mortgage-free building and doesn't like to borrow
- How can it benefit the charity's "cause" with this?
- Possible solution:



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

Back to the medical world



Concussions are extremely prevalent these days

• Are we diagnosing them more, or are there more?

Concussions in hockey – a solution? Let's think together

Possible solutions

No one seems to be looking at____

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Cost-saving example

- Question all costs <u>creatively</u>
- 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

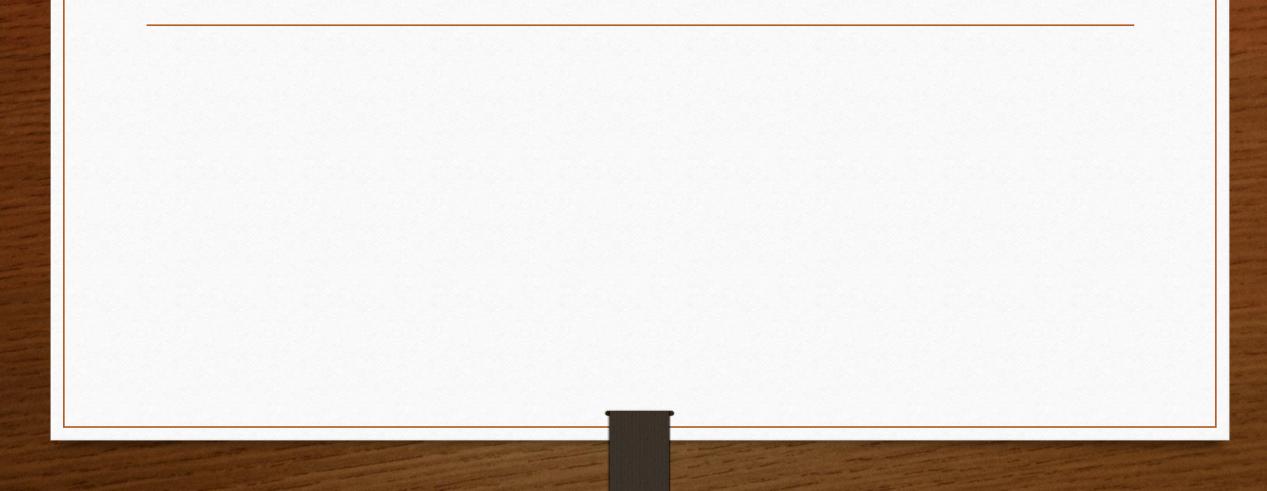


Creative, but there were problems because.....

Another bathroom example

- Never mentioned in a course before
- Stuck with no shaving cream in rush to save
- What would you use?
- Whatever is available
- I used _____, but ____ might have been better

More sort of obvious solutions...



I need to go to downtown Montreal for a Board meeting by train

- I leave a bit late because the Uber driver is slow arriving, then he takes a poor route to the train station
- I get to the Ottawa station about 4 minutes before the train is due to leave, and they won't let me on the platform
- I had just got back from Europe, where one can hop on the train, one second before it leaves, I have done it many times...



Problem

- Can't be late for the Board meeting
- What should I do?

Solutions

- Solution, very expensive, _____
- The better solution I realized later, would have been to _____

A similar situation

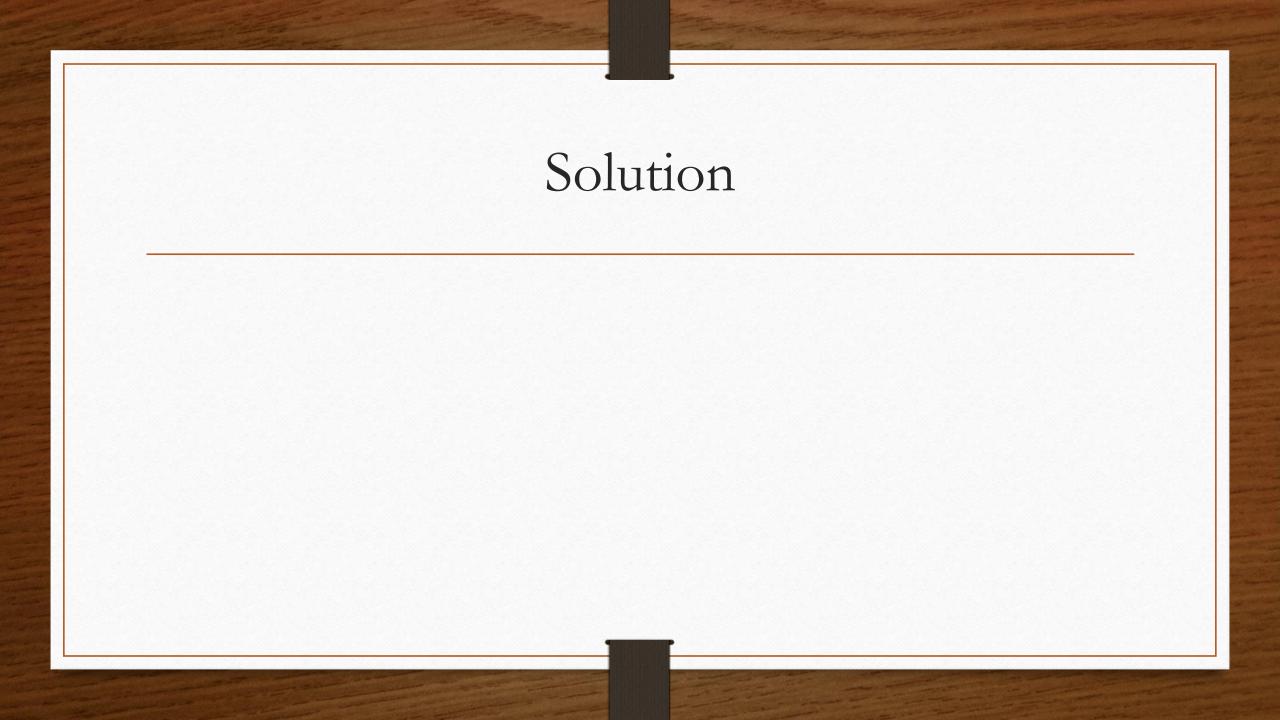
- I am sleeping in Vancouver, but must teach a CPA seminar in Victoria the next morning at 9 AM
- To save time, I booked the floatplane for about 830 AM, a 20 minute flight about
- I was stressed in the morning, it was too windy for the floatplanes to fly

A similar situation

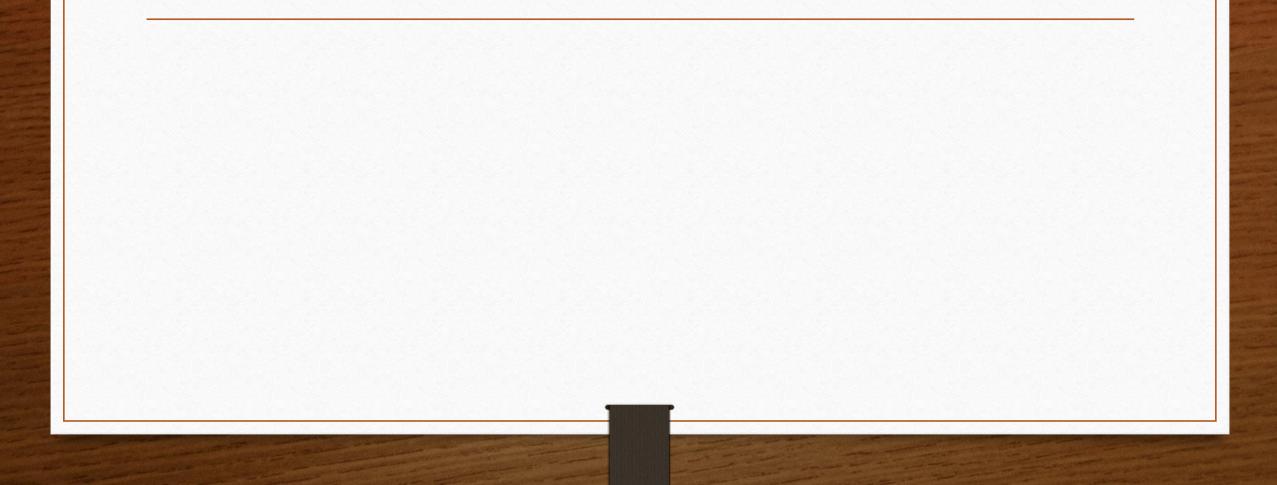


What should I do?





Since the topic is now flying



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

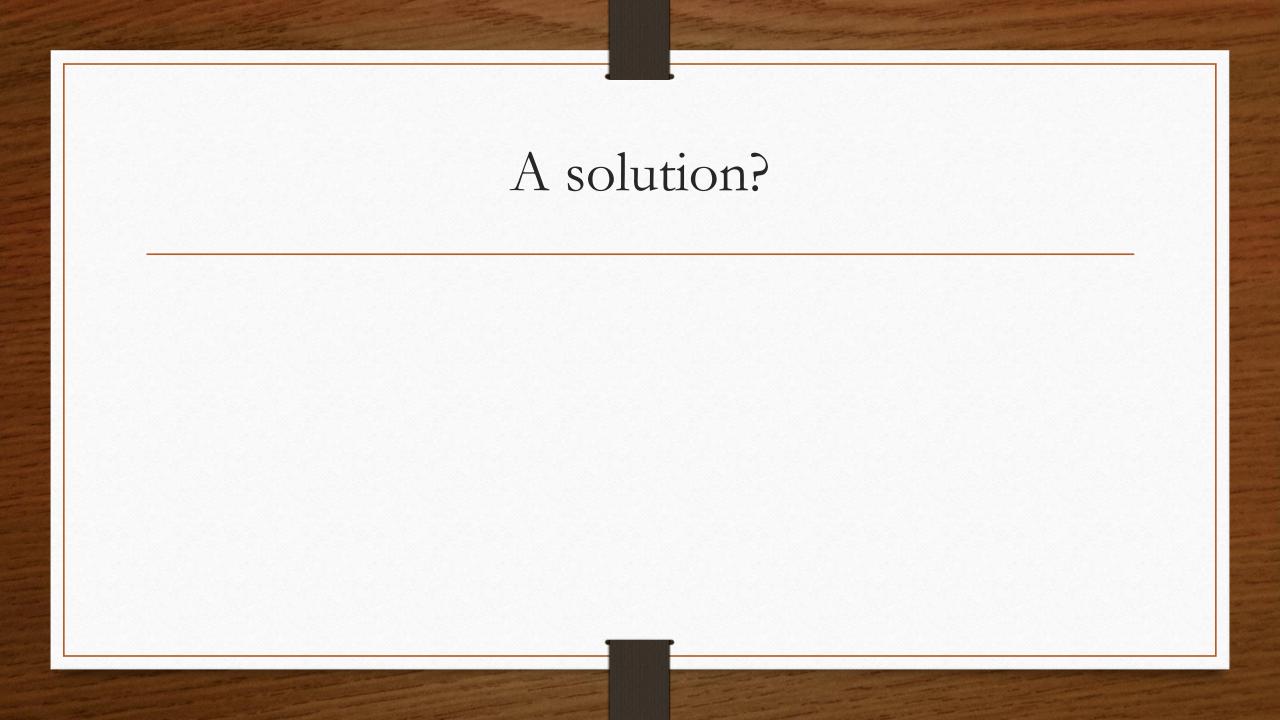
Another traffic-related example

• Buses stuck in traffic in China

Another traffic-related example

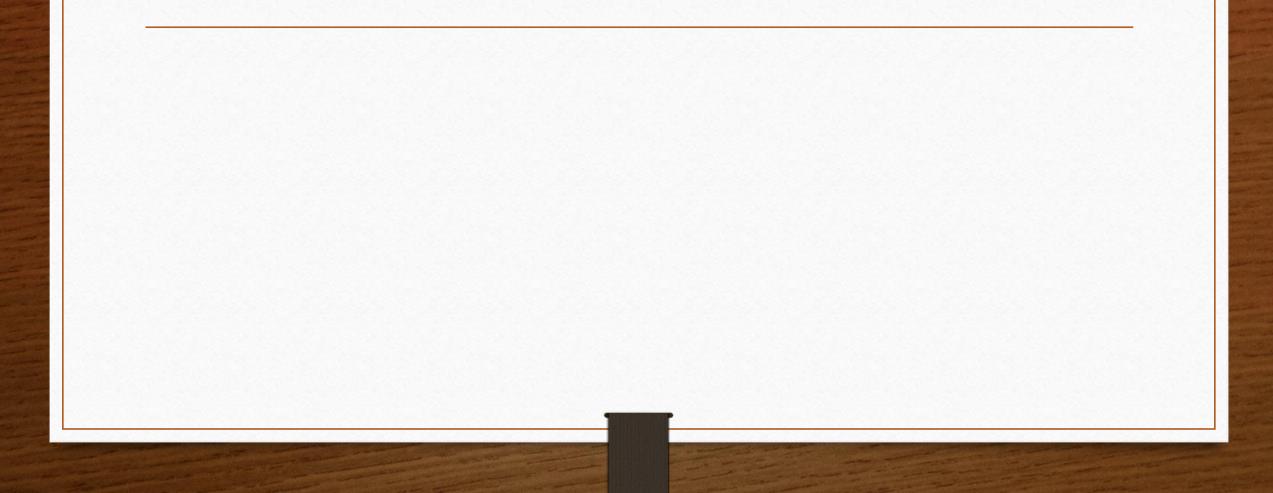
• Buses stuck in traffic in China

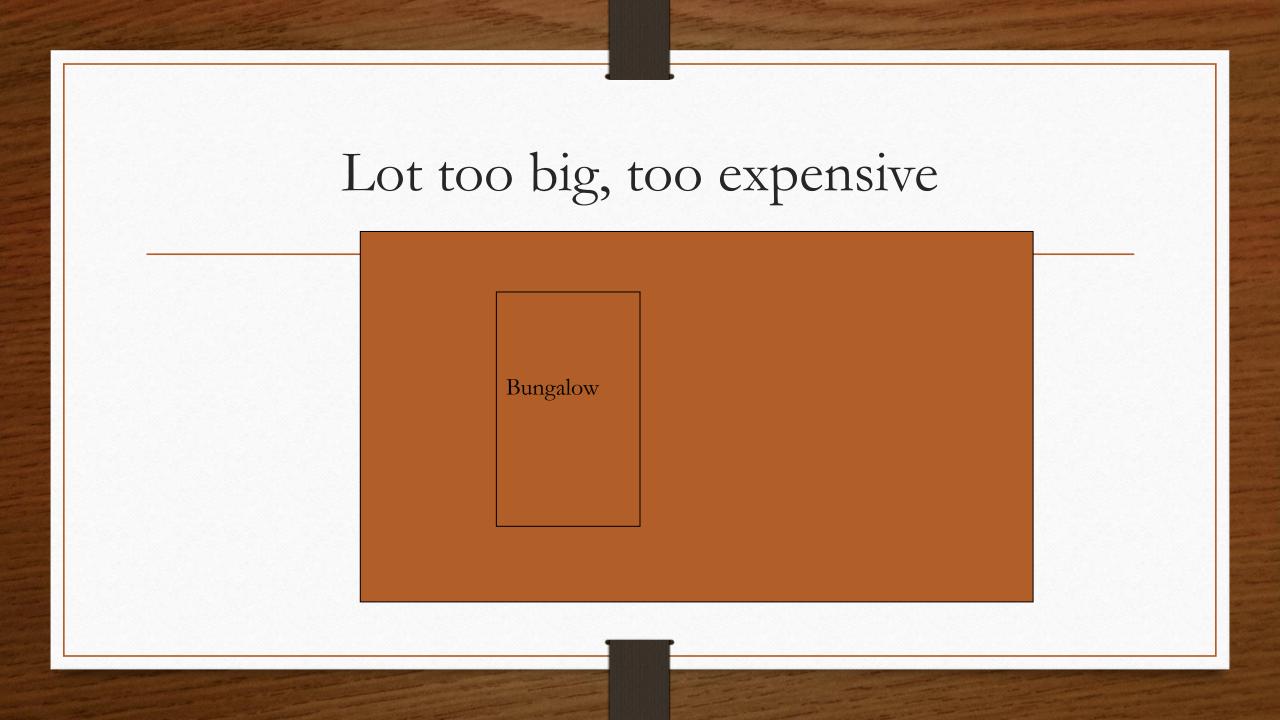






Real estate dilemma







Note

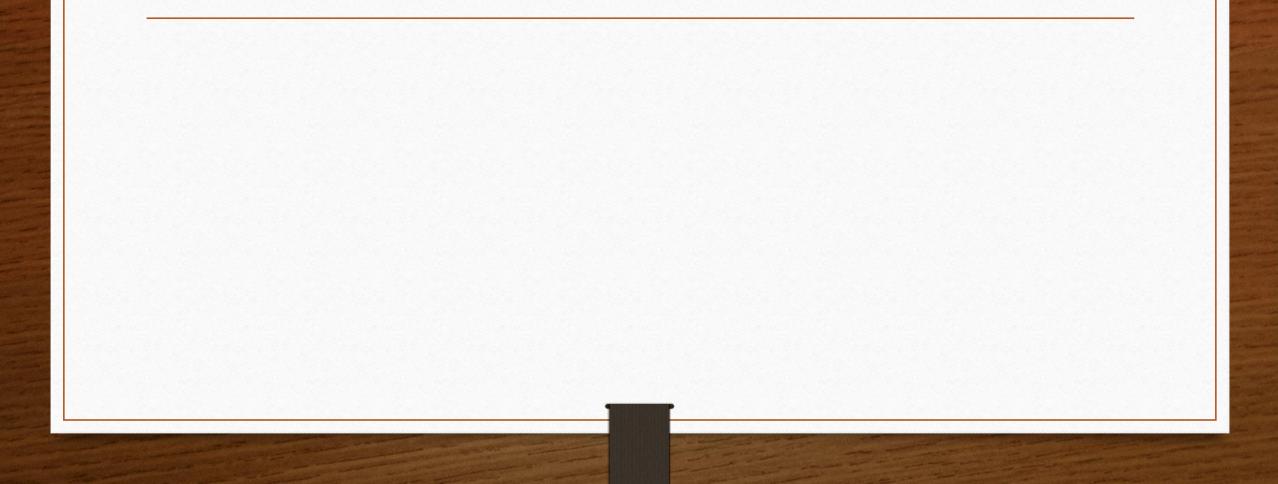
- Some people are very good at outside the box house renovation ideas, they see options others don't see...
- My sister-in-law thought of a location for a new _____, that I had not thought of, having lived 27 years in that house

Another creative idea

• Toilets with no ____!



Some racing examples

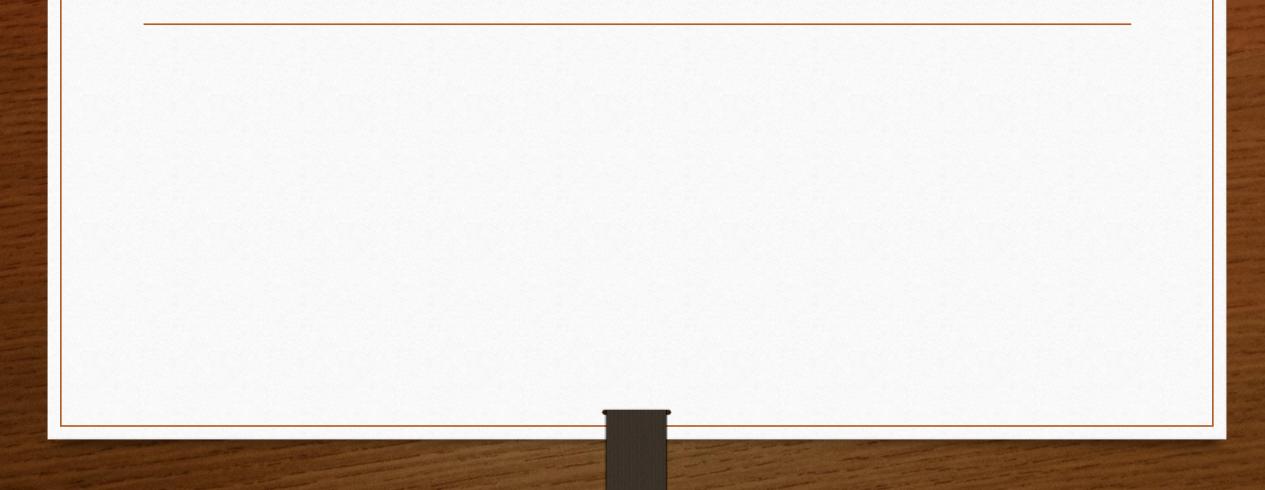


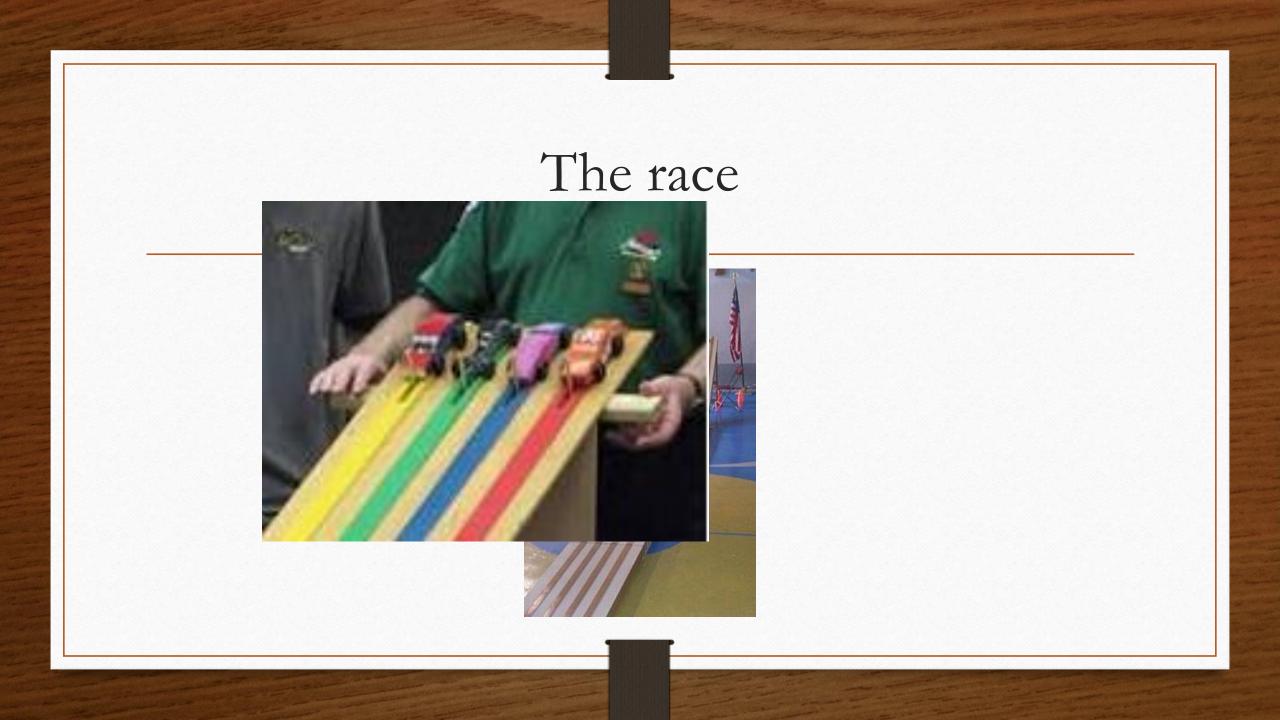
Some racing examples

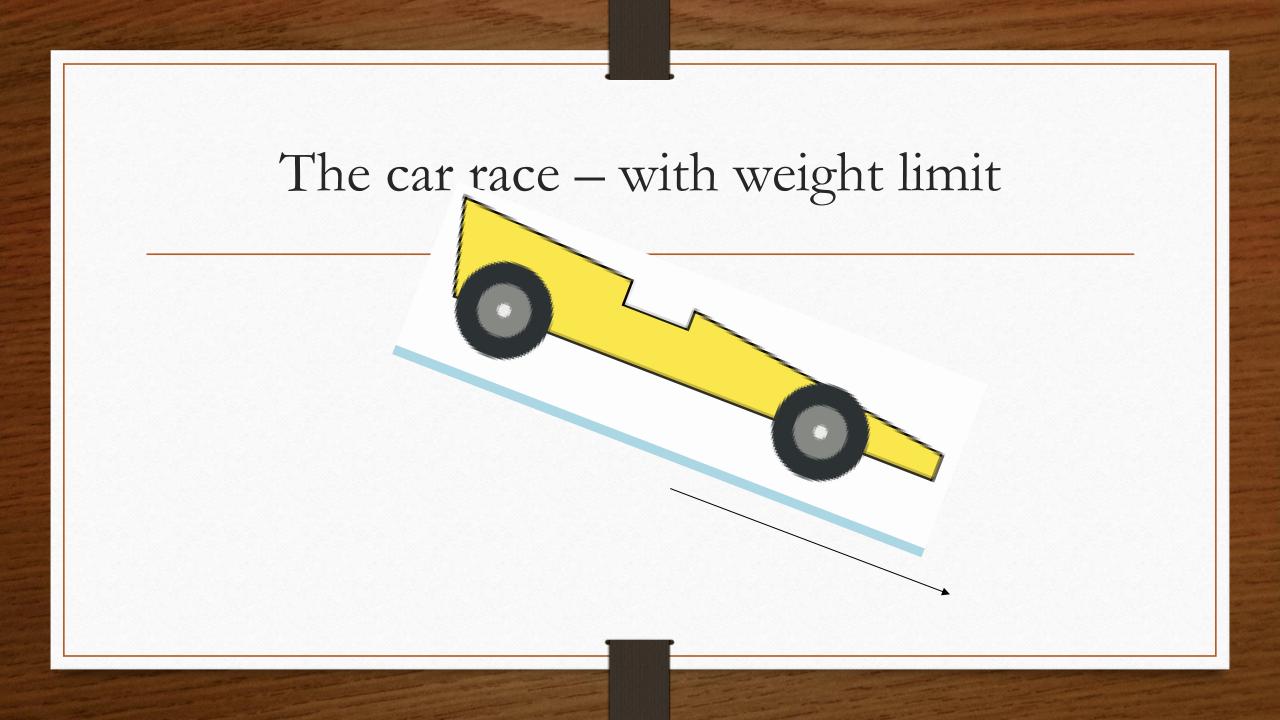
- I am entering my first triathlon race
- After the swim, there is a 400 metre barefoot run to the bike stands on rough ground

• Solution: ____

Another race example









• How can I win the race?

Parts of the office are too cold in the summer

- This is annoying and it happens all the time, including expensive, modern office buildings
- What is your solution?

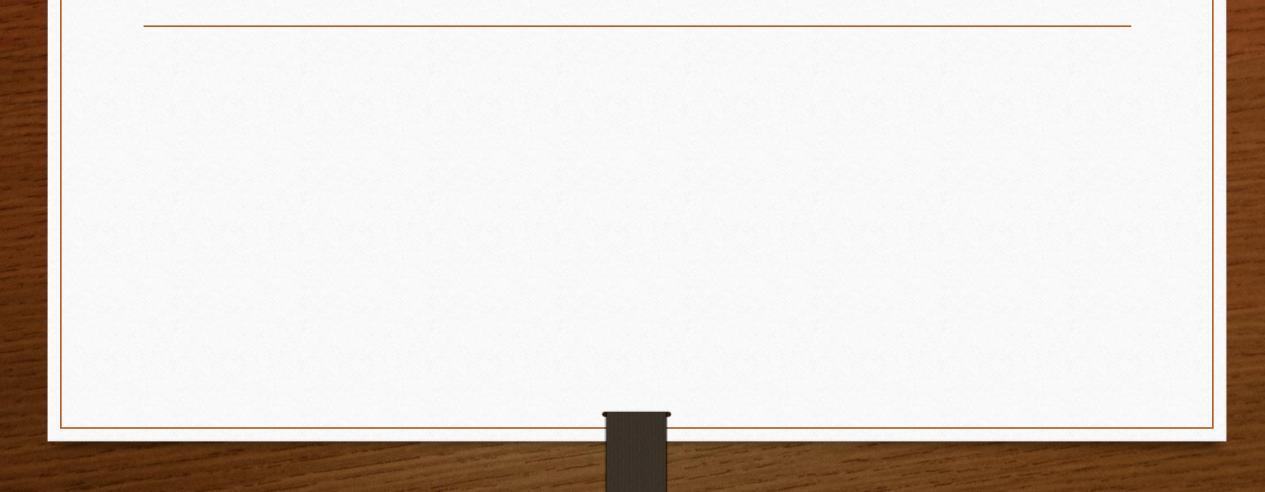
Obvious

- 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 _____
- This existed for other applications, but not for buses
- He did very well with this business

Reminder

• Don't rule out the _____, when no one else thinks of it...

I saw this shirt the other day



A test for you

• A person buys _____ for \$13 per dozen, and sells them for \$9 per dozen and becomes a millionaire, how is this possible?

I am slow

- I had owned a cell phone for 9 years
- I was on a train and _____

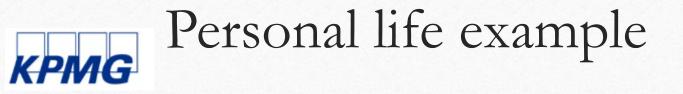
I recently spoke to an audience

- But no one understood me
- What does this mean?

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? _





- I must leave for the office (KPMG) in 5 minutes, 15 minute drive, I don't want to be late
- My only clean office clothes are wet, I have no drier
- What should I do?

Some people give me bad advice...

• "Steve, you shouldn't _____"

Come at the problem from different angles

- What are those angles?
- -
- •
- •

You have already guessed

• That being clumsy and forgetful means I have to move quickly and get outside the box to solve problems I have caused myself....

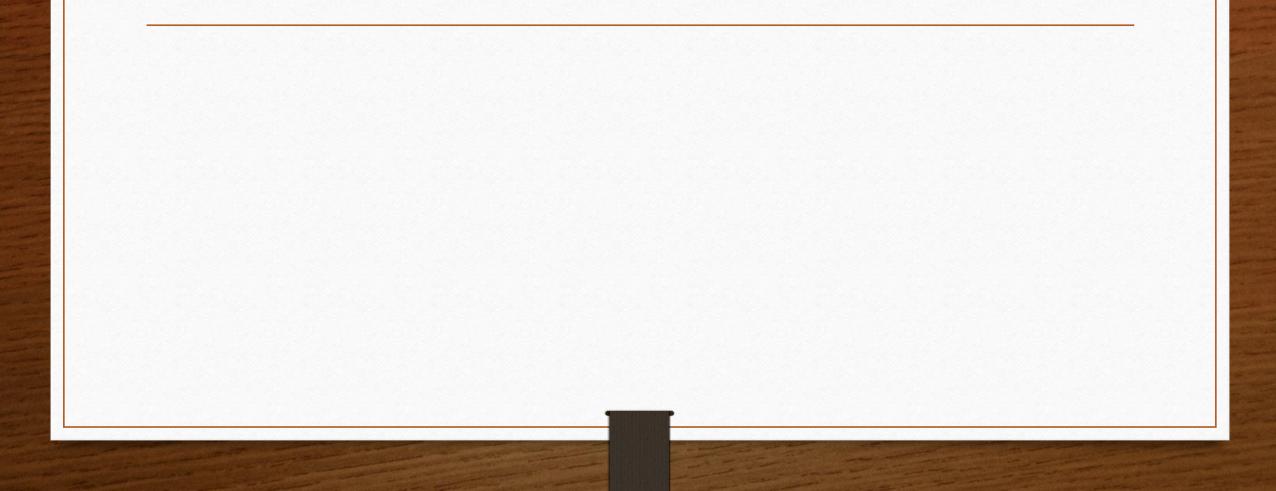
Outside the box kitchen application

• My wife said she just noticed in idea, use the _____ for washing clothes!



• Both the _____examples, are _____...

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 _____

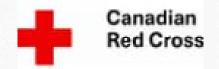
Do you think I am outside the box or?

CLICK HERE IF YOU THINK THE INSTRUCTOR IS CRAZY



Another travel problem

- Speaking to CPA audience in Saskatoon the next day at 830 AM
- One of the worst snowstorms in years has hit Ottawa, and 99% of the flights are cancelled
- The airport is filled with Red Cross cots for stranded flyers
- Here is a picture taken that day or the next day

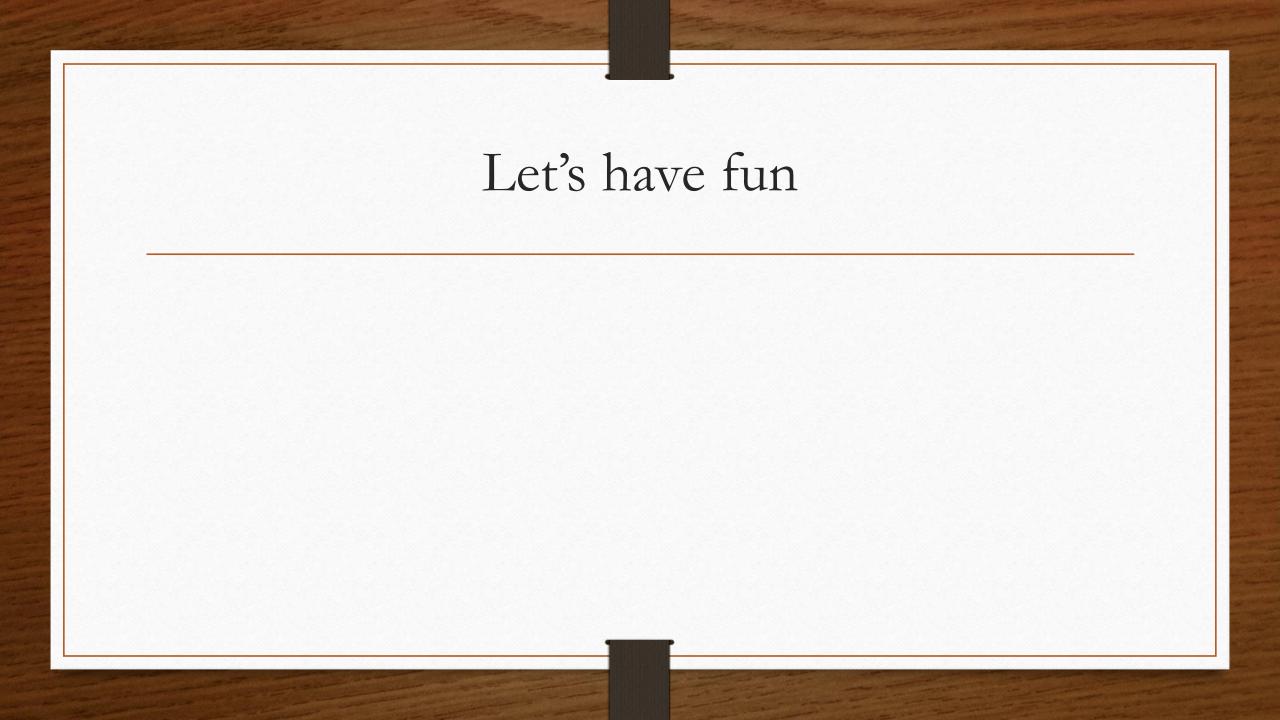


Travel problem

- My Ottawa-Toronto-Saskatoon flights are all cancelled as are most flights
- But I can't miss my engagement
- What to do?

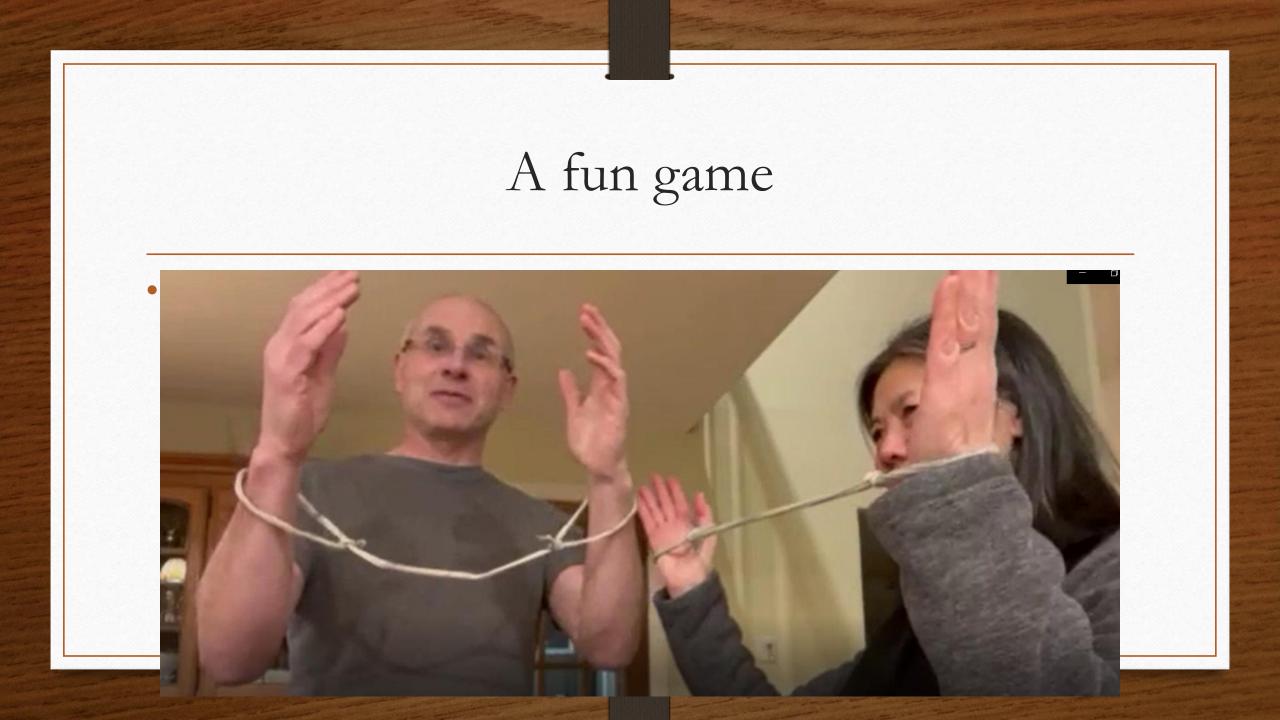
More dumb

- Apart from my Dad, I may be the only person in the world, who doesn't
- Seemed too complicated to me, not interested, so I never learned...



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



The game

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

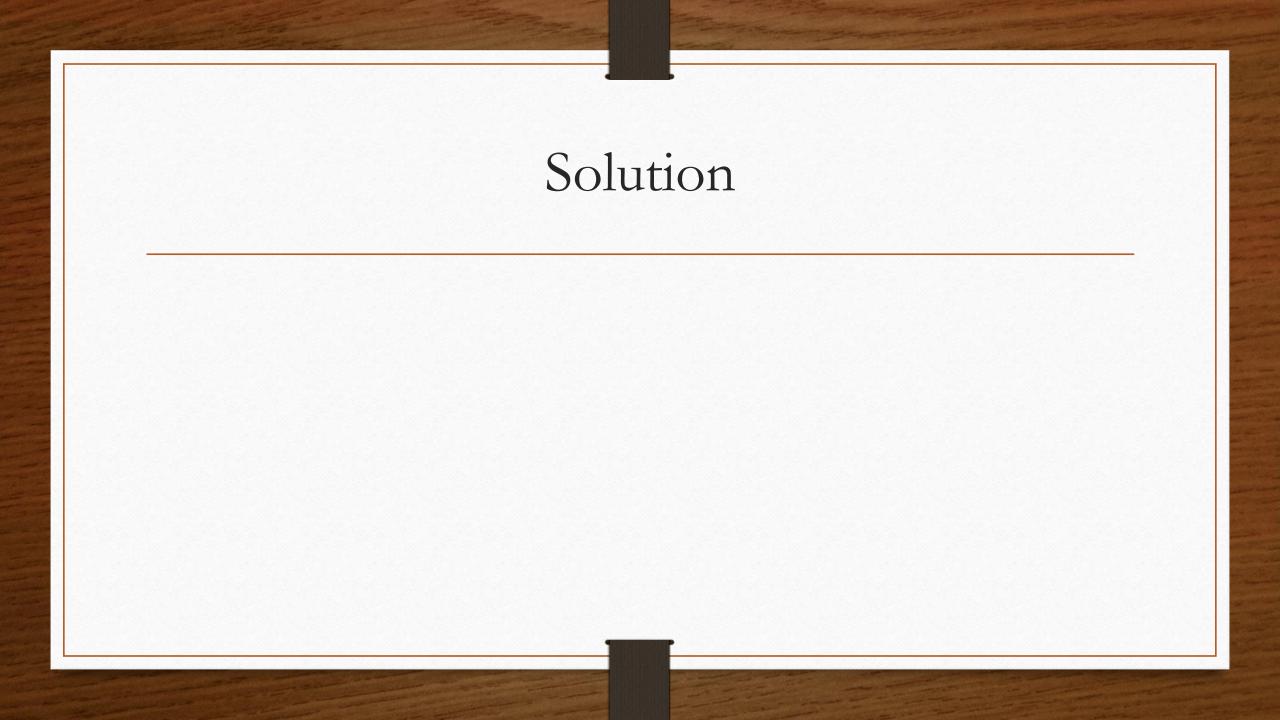
Instructions

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!



I think many of you underestimate 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

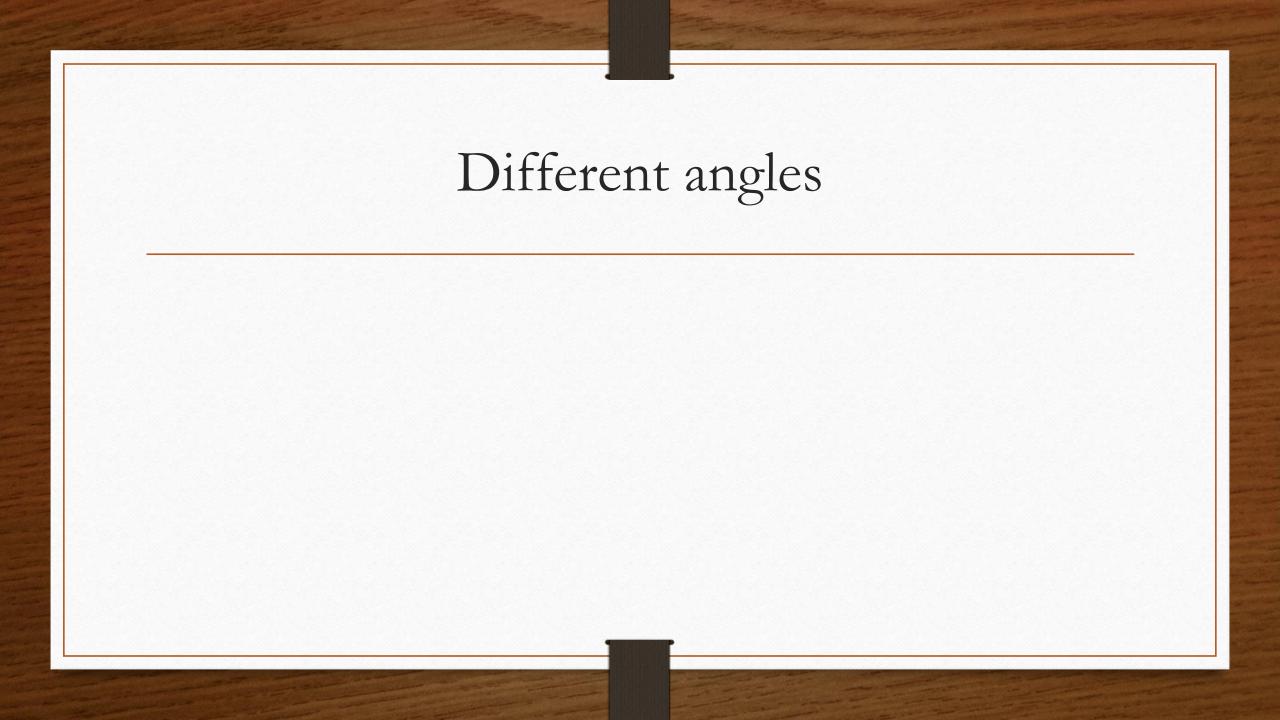


How to make one to have fun with my kids?

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?



Then the solution hit me

• Make _____



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



• 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

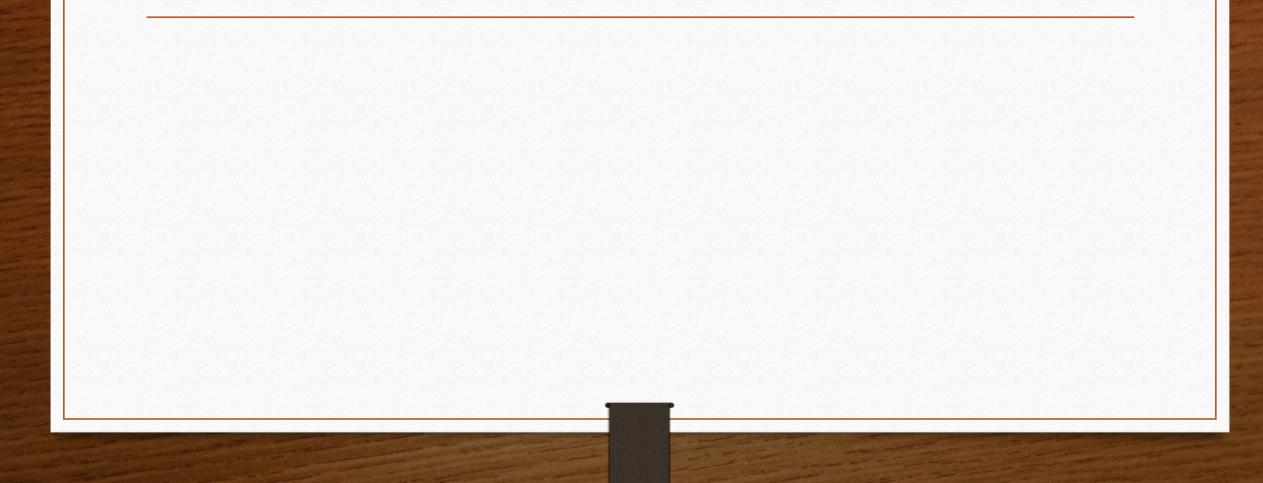
UNESCO World Heritage Site



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: _____

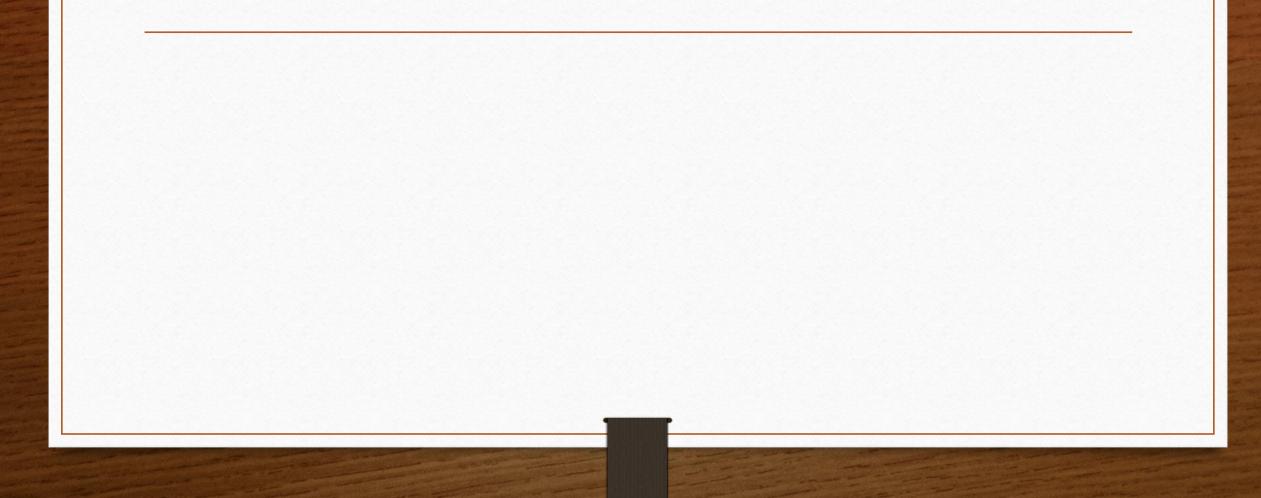
MANUFACTURING EXAMPLES



Problem

- A soap production process sometimes produces empty boxes, which need to be rejected cost-effectively, for refilling
- Solution:

One more 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 _____



• 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

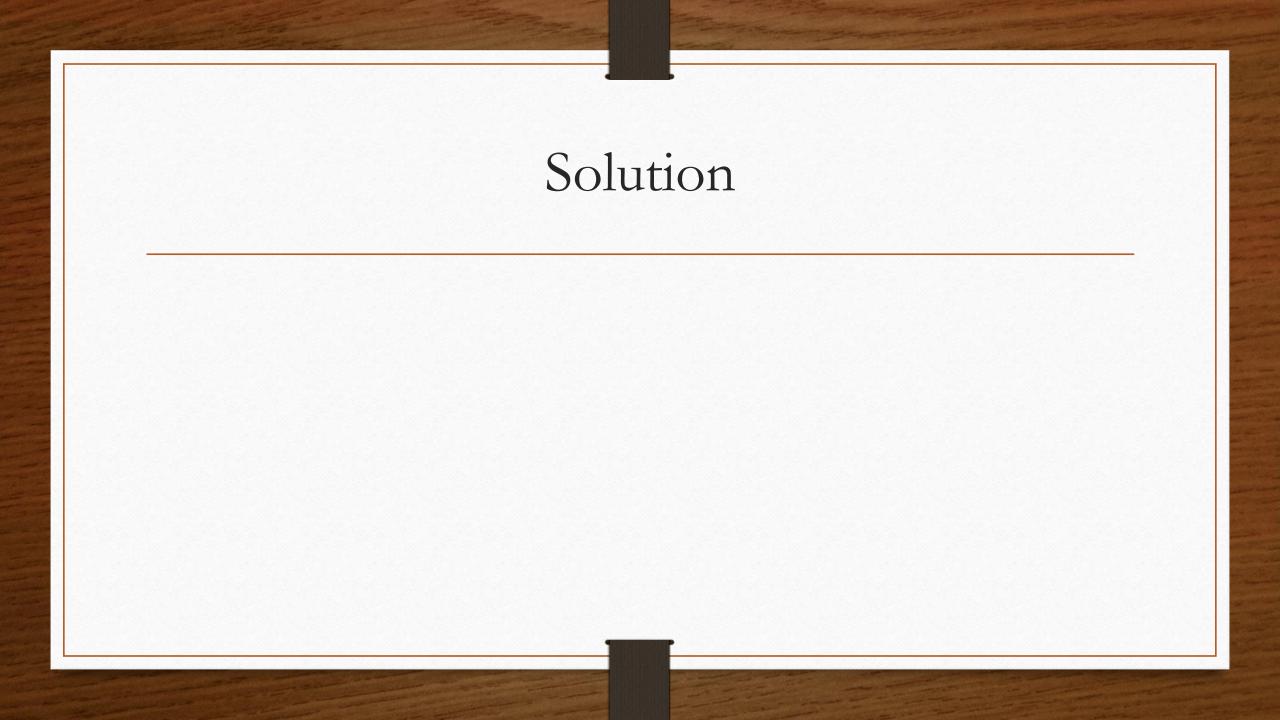
- I am travelling in Asia for the first time
- It was hot, no air conditions, so as is my habit, I kept a glass of water beside my bed, to drink in the night
- My host saw it the first morning and asked me if I had a cover for it, I said no
- The host said: _

My bike, a couple of years ago



My bike, a couple of years ago





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 _____

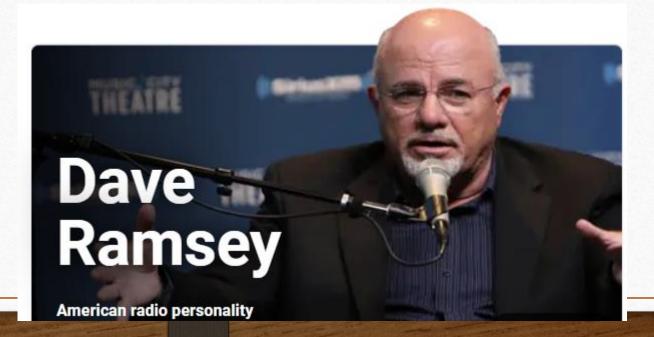
Another tax idea

- 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?"



The famous guy's answer

You

What did I think?

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

Explanation

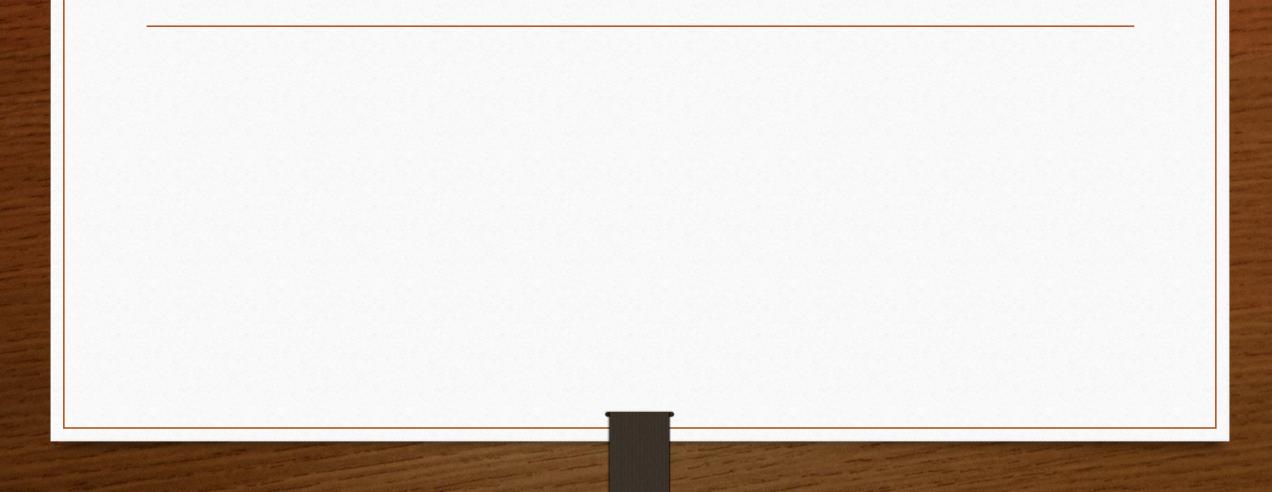
- If there is anything on the windshield of your vehicle left outdoors, they are de-icing the aircraft at the airport (freezing rain, ice, frost, snow)
- It is illegal and dangerous to fly with contamination on the wings

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?

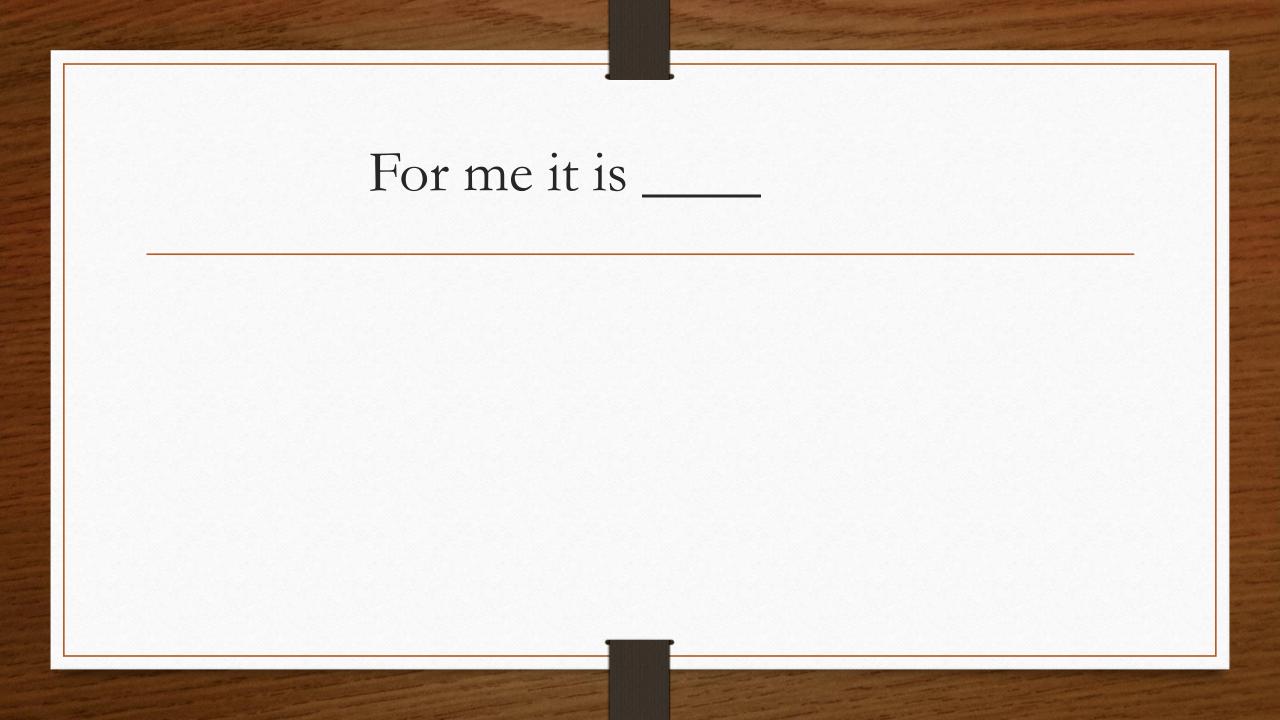
Post course comment

• "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?



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?

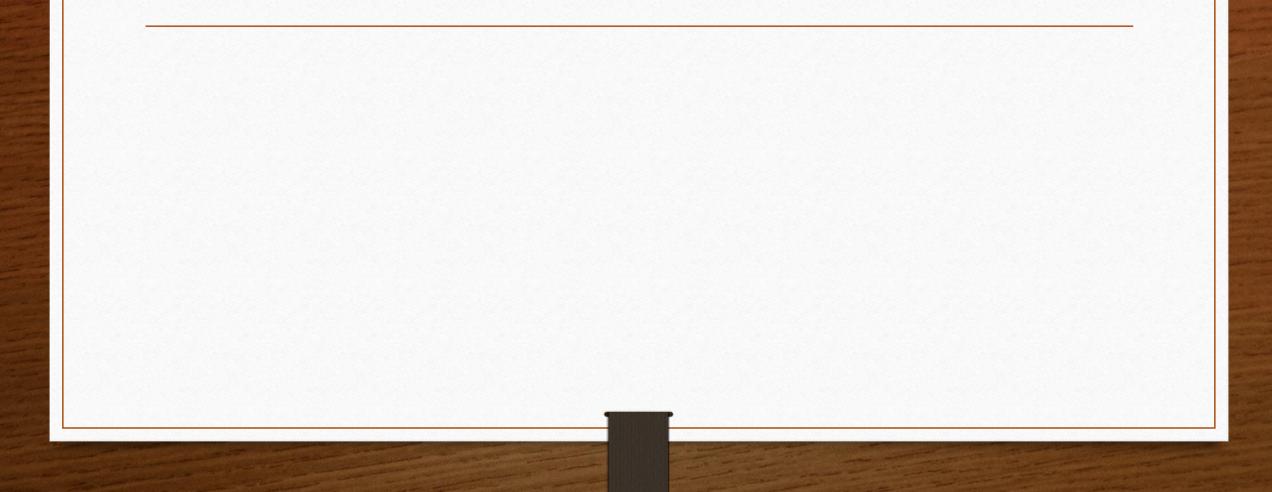
People ask me to do short consulting assignments

- 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...

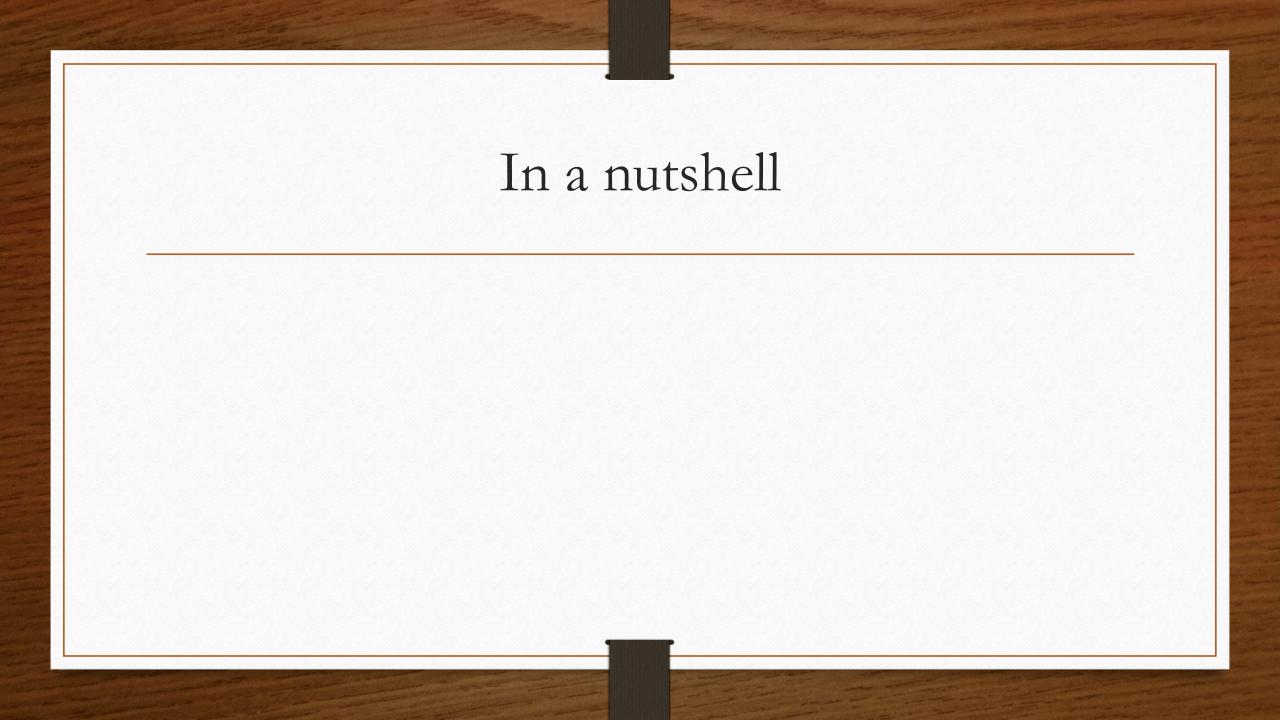
CPAs on this material

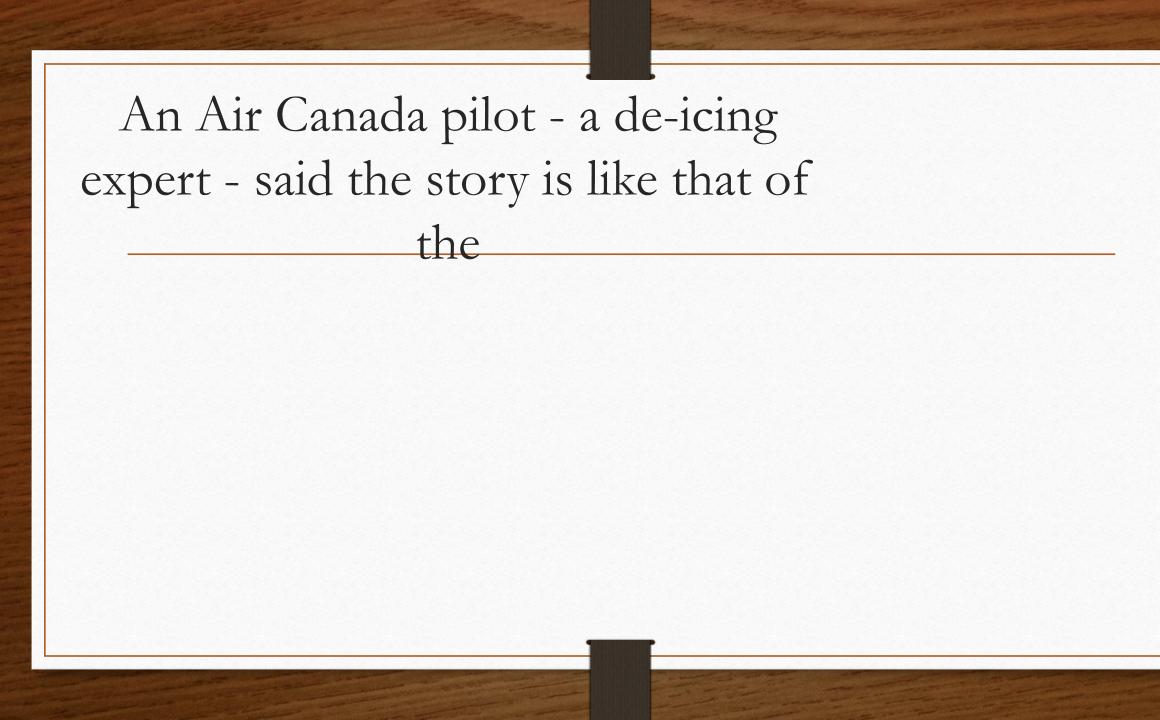


Sometimes I miss the obvious!

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

WHAT HAPPENED TO THAT DE-ICING TECHNOLOGY?





You want to think more outside the box

 You also want to think more strategically, no matter where you work or at what level you are at...Elevate Your Career By More Strategic Thinking, 2 hour course

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

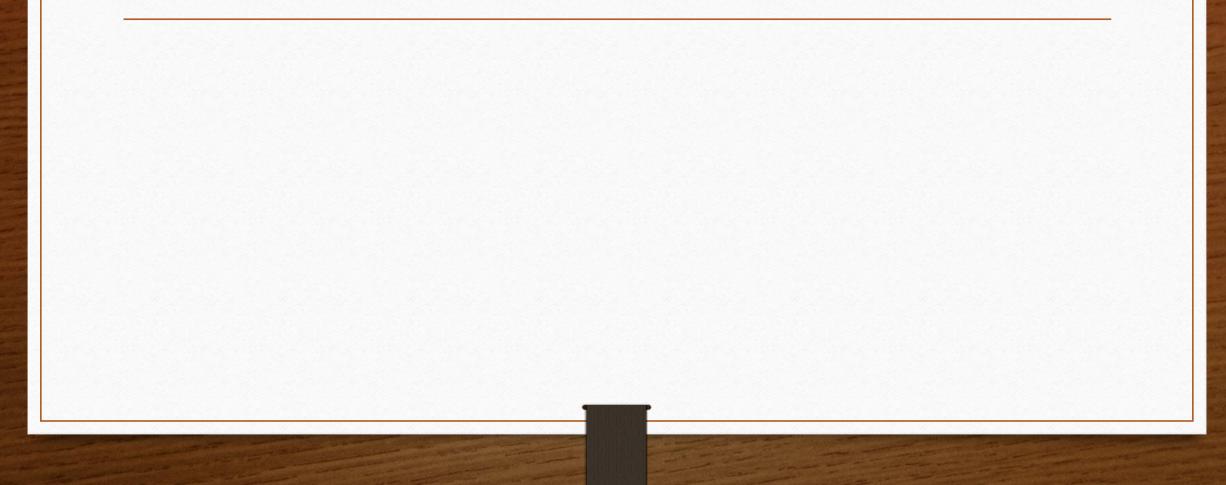


Closing comments

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

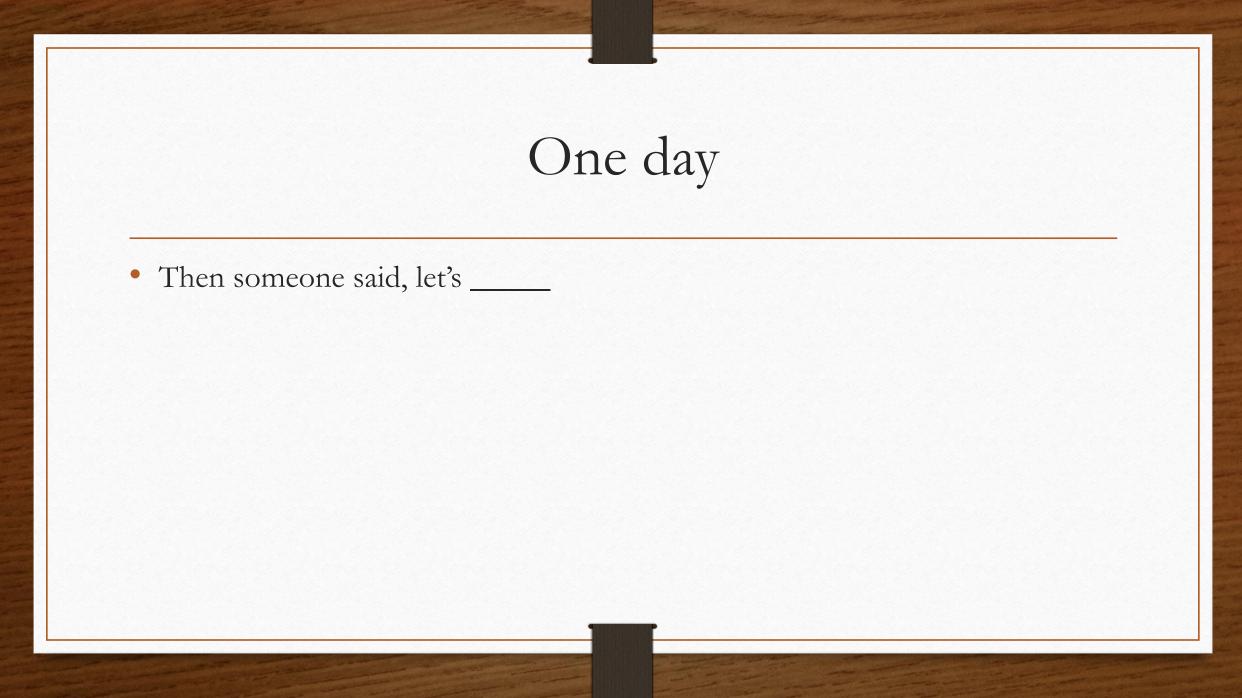


BONUS CONTENT FOR OPTIONAL VIEWING



Accounting for 100s of years





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....

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!

