

#FAILFEST

USING IMPROV TO
OPEN CREATIVITY AND
EMBRACE FAILURE

#ADEHK

mrhook.it/brain

@mrhooker



RISK

FEAR

FAMOUS FAILURES

#ADEHK

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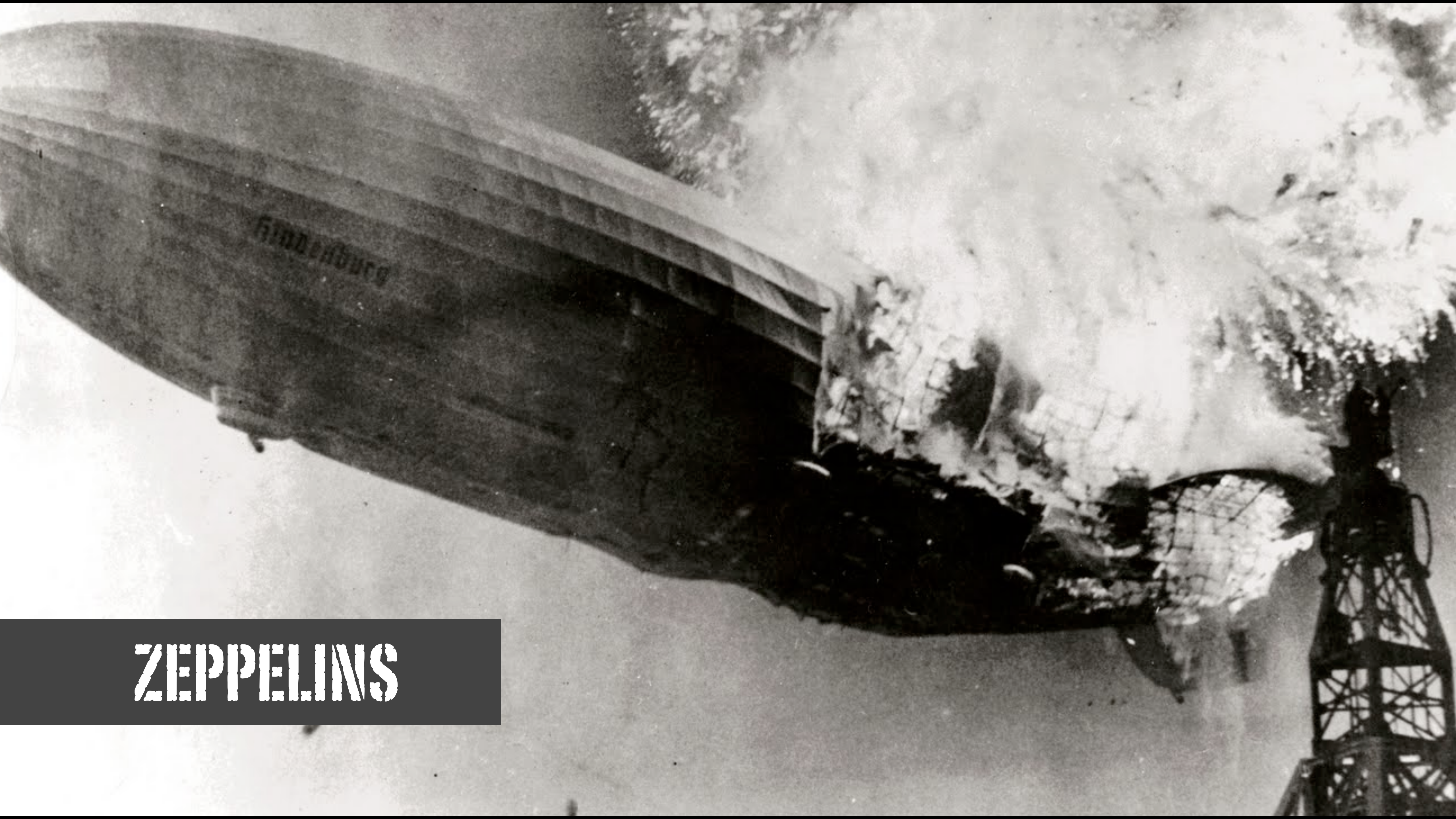


GAME OF THRONES

**SPOILER
ALERT!**



NOT ALL RISKS
ARE SUCCESSFUL.



ZEPPELINS

EDSEL



APPLE'S LISA

NEW COKE



PEPSI CLEAR



MILLI VANILLI





Creating a Culture of Learning



Culture of Learning

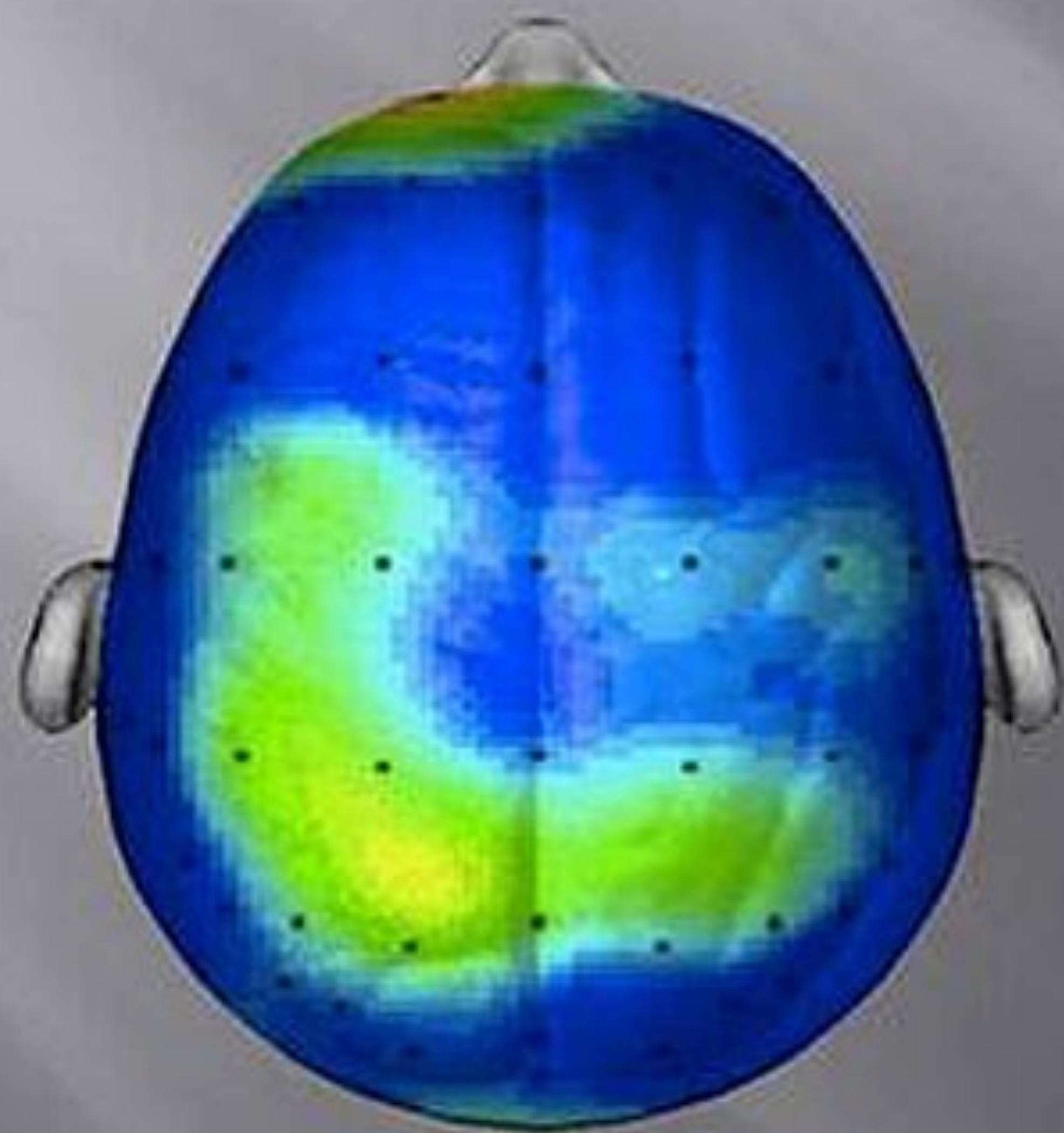
- Encourage & Enable Collaboration
- Celebrate Success
- Celebrate thoughtful RISK
- Be Independent
- Take Time to Reflect
- Eliminate "Yes, but..."

Yeah, but.. vs Yes, AND...

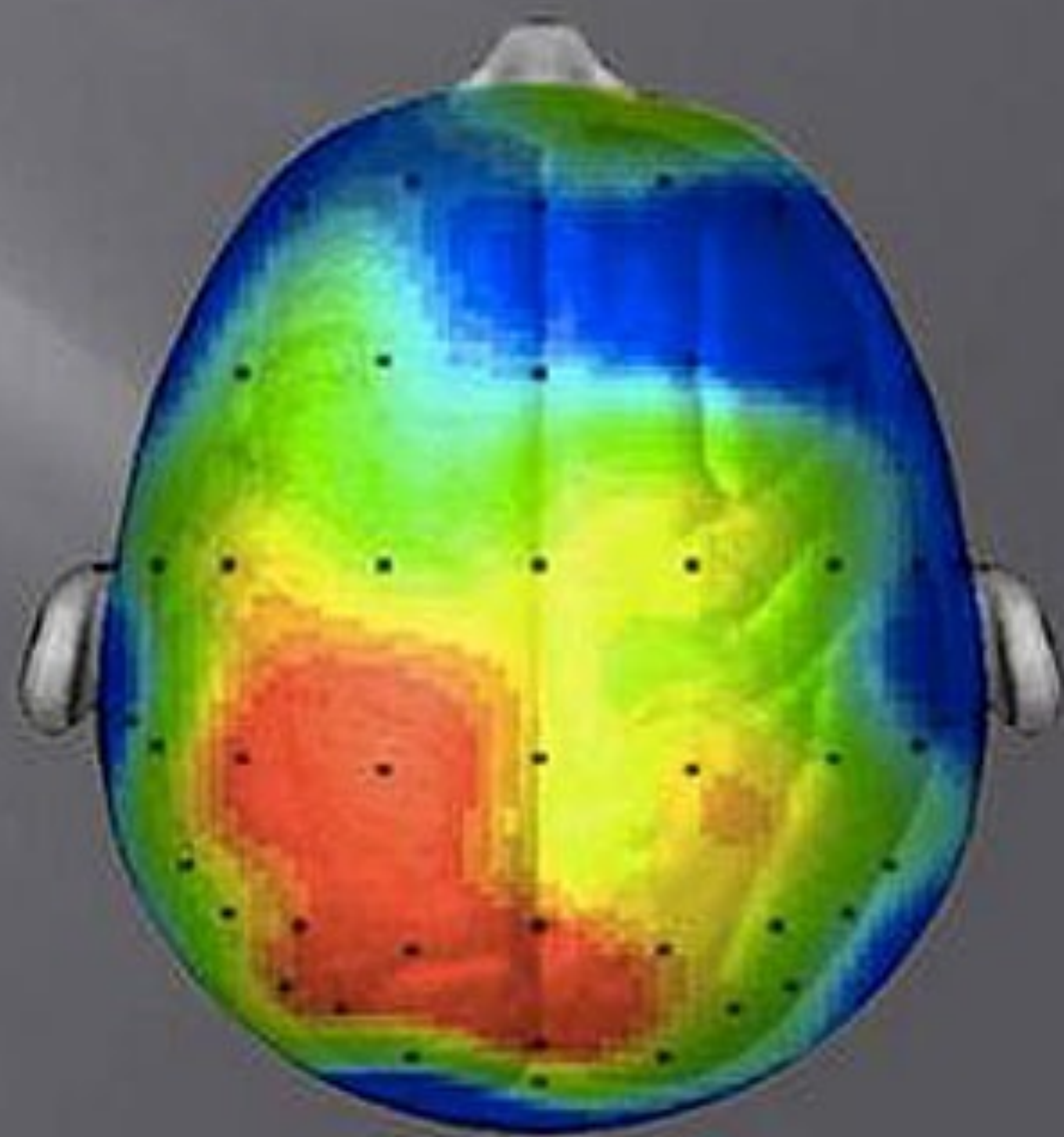
Yeah, but.. vs Yes, AND...

Yeah, but.. vs Yes, AND...

BRAIN AFTER SITTING
QUIETLY



BRAIN AFTER 20 MINUTE
WALK



Research/scan compliments of Dr. Chuck Hillman University of Illinois

#FAILFEST

SHAKE, DANCE, CRY

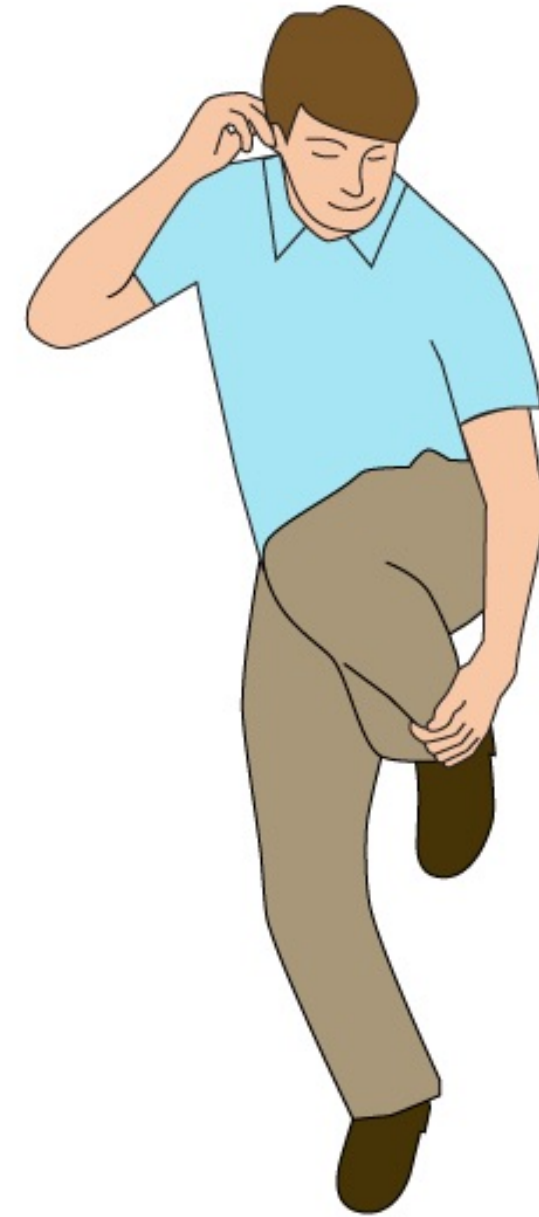
#ADSHK

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CREATE A UNIQUE HANDSHAKE



CREATE A DANCE MOVE



CREATE A BATTLE CRY



#FAILFEST

SHAKE, DANCE, CRY

#ADSHK

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ENDLESS HANDSHAKE

#FAILFEST

3-WORD STORY

#ADSHK

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TONIGHT SHOW

WORD

L

THREE

L

STORIES

L

#FAILFEST

3-WORD STORY

#ADSHK

@mrhooker

BEACH

#FAILFEST

3-WORD STORY

#ADSHK

@mrhooker

SURFING

#FAILFEST

3-WORD STORY

#ADSHK

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ENDLESS HANDSHAKE

#FAILFEST

"THINKING ON THE
FLY

#ADSHK

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00

SECONDS

“THINGS FOUND

AT A MOVIE THEATER



00

SECONDS

'1980'S

MUSICIANS/BANDS

#FAILFEST

"THINKING ON THE
FLY

#ADSHK

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ENDLESS HANDSHAKE

#FAILFEST

REVERSE CHARADES

#ADETHK

@mrhooker



ENDLESS HANDSHAKE

#FAILFEST

ALPHA-BITS

#ADSHK

@mrhooker



02

MINUTES

00

#ADETHK

@mrhooker

#FAILFEST

ALPHA-BITS

#ADSHK

@mrhooker



ENDLESS HANDSHAKE

#FAILFEST

TEAM CHARADES

#ADSHK

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$$1 + 1 = 2$$

KNIFE & FORK

EGGS & BACON

EARTH & MOON

$$2 + 2 = 4$$

"THE MATRIX"

JAWS

FOOTLOOSE

$$4 + 4 = 8$$

"THE WATER

CYCLE

ERUPTING

VOLCANO

$$8 + 8 = 16$$

STONE HENGE

EIFFEL TOWER

#FAILFEST

TEAM CHARADES

#ADSHK

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#FAILFEST

PRESENTATION

IMPROV

#ADSHK

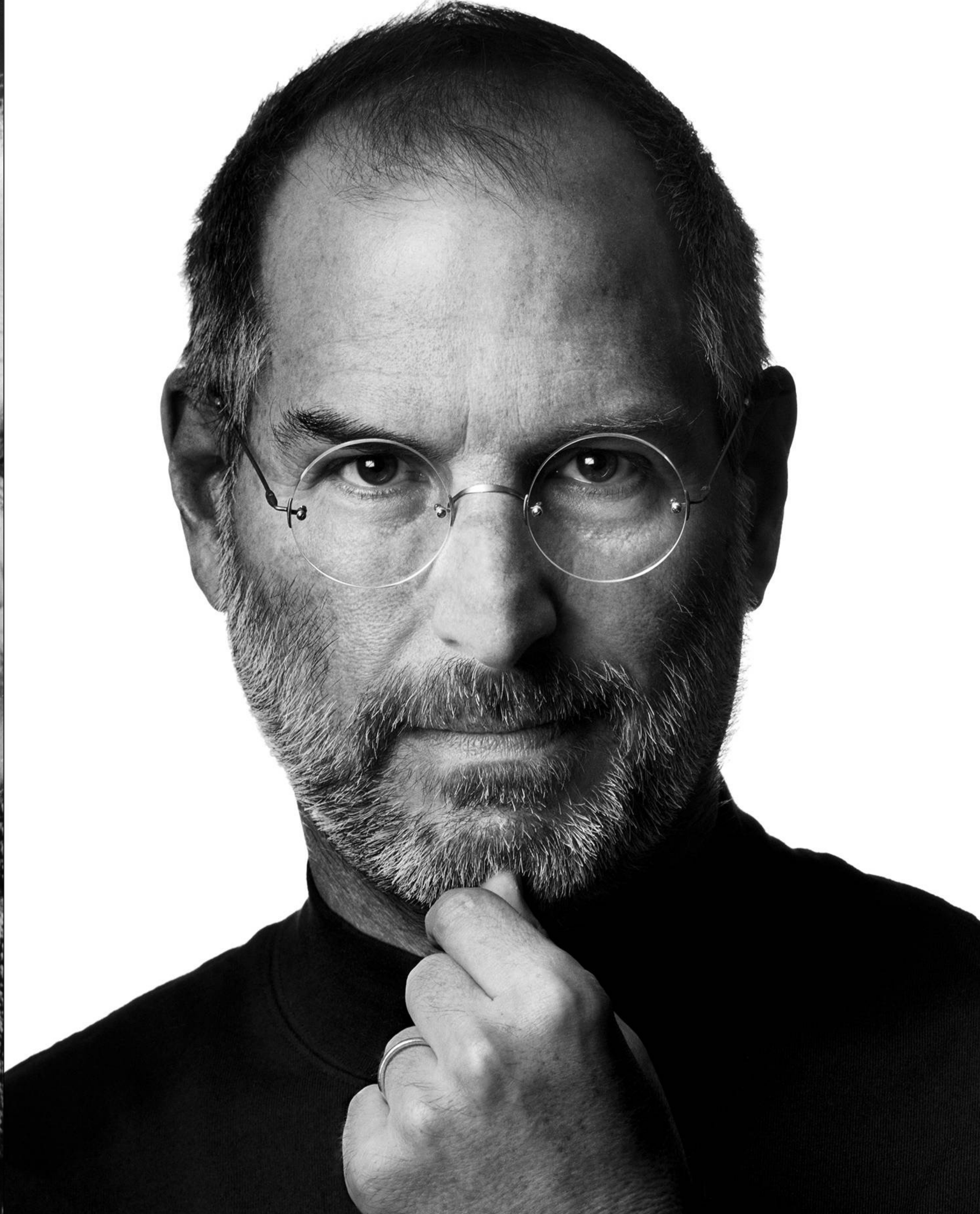
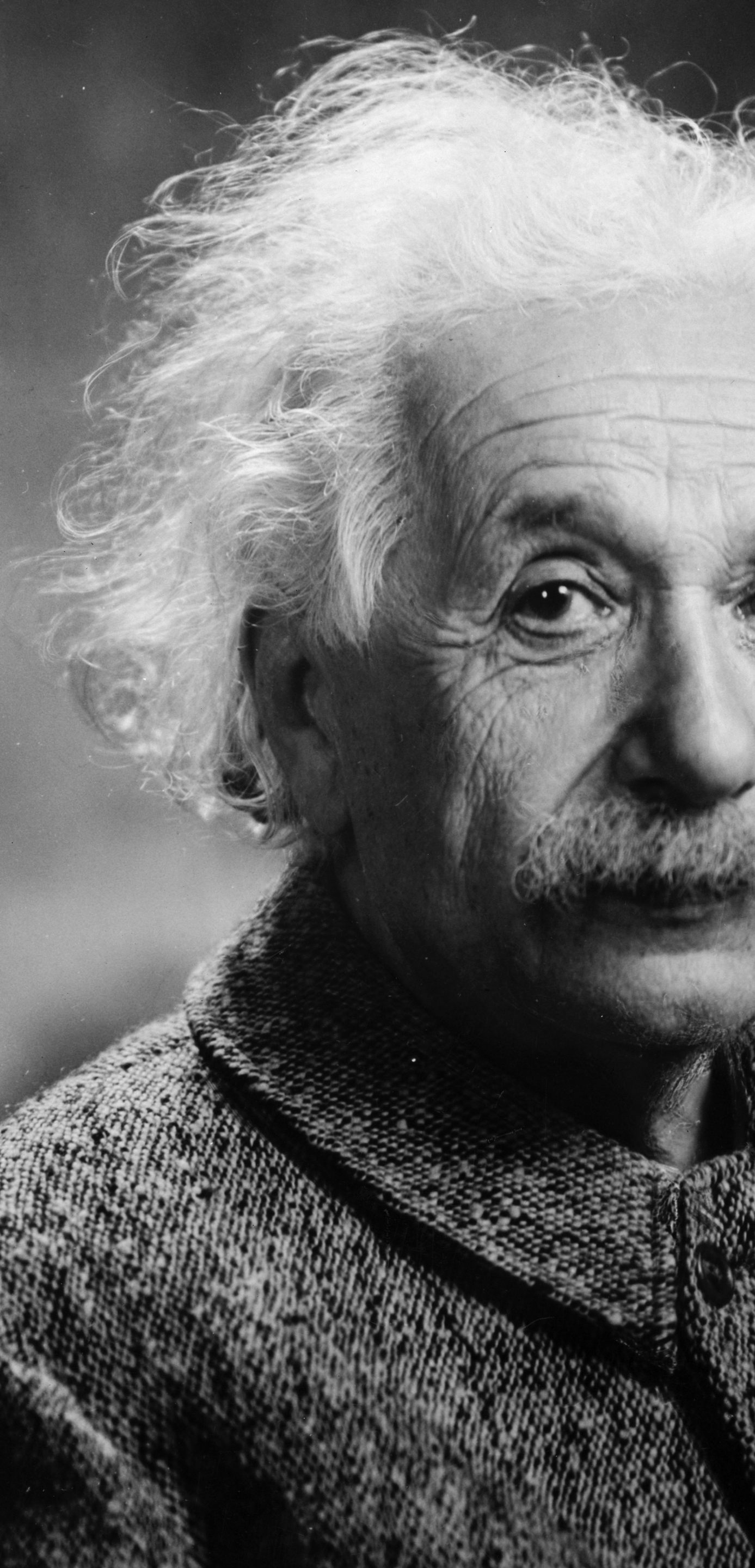
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#FAILFEST

SUPER ROCHAMIBEAU

#ADSHK

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#FAILFEST

**USING IMPROV TO
OPEN CREATIVITY AND
EMBRACE FAILURE**

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