



THE SEVEN ESSENTIAL SKILLS OF INNOVATION

(and how songwriting makes you better at all of them)

INNOVATION SKILL	EXPLANATION	SONGWRITING ELEMENT
LATERAL THINKING	REIMAGINE YOUR CONCEPTS OR ISSUES FROM A NEW ANGLE TO THINK DIFFERENTLY AND FIND NEW SOLUTIONS.	THE METAPHOR
CREATIVITY	EMPLOY STORYTELLING THROUGH IMAGES AND DETAILS.	THE VERSE
COMMUNICATION	REFINE AND DISTILL YOUR MESSAGE TO ONLY THE MOST ESSENTIAL AND COMPELLING ELEMENTS.	THE CHORUS
EMPATHY	BETTER UNDERSTAND OF THE NEEDS AND ISSUES OF YOUR INTENDED CLIENTS, CUSTOMERS AND MARKET TO GIVE THEM WHAT THEY NEED.	OBSERVATION
COLLABORATION	DEVELOP AN INSTINCT FOR LEVERAGING THE SKILLS OF INDIVIDUAL TEAM MEMBERS TO CREATE SOMETHING GREATER THAN THE SUM OF THE INDIVIDUAL PARTICIPANTS.	CO-WRITING
RISK-TAKING	STEP OUT OF YOUR COMFORT ZONE AND AWAY FROM THE FAMILIAR AS A WAY TO ACHIEVE NEW HEIGHTS.	VULNERABILITY
DIFFUSION	SPREAD YOUR IDEAS IN A WAY THAT ALLOWS THEM TO EFFECTIVELY REACH THEIR INTENDED AUDIENCE.	PERFORMANCE