



Dr. Caroline

Brookfield



- Keynote Speaker
- Author
- Veterinarinan
- Stand Up Comic

Caroline Brookfield - Speaking Topics 2024

1. The Reluctant Creative: Ignite a Creative Mindset for Ingenious Results.

*no arts and crafts required

Challenge your comfort zone, find your mojo, herd cats, and develop ninja level problem solving skills with a creative mindset. Most people dream about how things could be different without actually thinking differently. The only way to chart a new course is to recognize that you are stuck, then imagine new possibilities. It's time to make a change, to build agility and to solve problems with new solutions. Just like that tape roll, it can be hard to find the right place to start.

Start a creative shift with simple acts like making a meal, building a pivot table, or sneaking vegetables in smoothies. Research says that people who use their everyday creativity have better well being, superior leadership skills, cat-like agility, and epic complex problem solving prowess. Organizations who have creative employees lead in employee retention, profitability, engagement, and innovation. Embrace a creative mindset for success with 5 simple habits every day.

Audience takeaways:

- How “non creatives” can embrace their own creativity (no arts & crafts required)
- Implement one simple secret that will instantly ignite creative solutions
- Engage 5 effortless habits every day to build a creative mindset
- Recognize the value of everyday creativity to individual performance and organizational effectiveness.

2. Put a Spring in your Step: Rebound from Stress with Everyday Creativity.

Remember the days when you felt bold as brass? What happened to the pizzazz?

An everyday creative practice (like making a meal!) improves our ability to bounce back from adversity, in a variety of industries. Additionally, 80% of people who engage their creativity report feeling happier *even if the output is terrible*. Basically, using creativity



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makes us happier, more engaged, productive, and satisfied with our jobs. Learn how to effortlessly engage creativity in only a few minutes a day.

Audience takeaways:

- Explore 5 habits to amplify your existing creativity in a few minutes a day
- Describe the mechanism of how creativity augments resilience and happiness
- Define tolerance of ambiguity, and how it relates to creativity and resilience

Anne-Marie Levasseur, ACAS - Attendee at Women in Insurance Canada 2021

"I realized that I was creative, but did not label it as creativity. I was associating creativity with arts. You kind of democratized creativity. I'm less stressed and I'm able to think more deeply. I'm much more at peace with myself and I'm a better human. Thanks so much."

3. Innovation starts with "I": Amplify Creative Potential in Every Individual on your Team.

In today's fiercely competitive business world, innovation is the key to success. While 93% of companies claim to prioritize innovation, only 18% of employees feel empowered to take creative risks at work. Are you ready to tap into the hidden potential within your organization? Then it's time to harvest the low hanging fruit of everyday creativity.

Imagine intrepid teams that exude trust and cohesion, who are engaged and invested in outcomes, leading to exemplary results and groundbreaking innovations. A creative culture boosts employees who are empowered to innovate from 20% to 70%. Picture a front line employee who enthusiastically shares a process improvement that cuts expenses in half, or a manager who develops employee recognition strategies that decrease turnover. The best part? You don't need to build an office for an elite team, full of bean bag chairs and foosball tables - creativity is accessible to everyone.

In this engaging keynote, discover the essential habits (DANCE) that create a fertile ground to spark creativity in every team member. No arts and crafts required.

Innovation can be a daily reality, which will transform the way your organization approaches challenges, and drive exceptional results, by animating creative potential at every level.

Audience takeaways:

- Identify simple conditions to create a fertile ground for fostering creative teams
- List 5 effortless habits to unlock creativity in every team member
- Recognize and overcome common mistakes that block team performance and creativity



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Terra Shastri, Chief Experience Officer, Ontario Veterinary Medical Association

Dr. Brookfield's ability to tailor her presentation to the specific needs and interests of our audience was truly remarkable. She effortlessly connected with the attendees, capturing their attention from the very beginning and holding it throughout her entire talk. Her passion for the subject matter shone through, making her presentations engaging, thought-provoking, and thoroughly enjoyable.

3a. Dauntless Team Meetings: Creativity without Chaos (Workshop Option)

Embed and practice the skills of creativity within teams. In a 60 to 90 minute session, we will practice the foundational criteria to support creative approaches within teams, without the chaos. Creative Problem Solving exercises and principles will guide the workshop content and format. Attendees will practice the essential principles to lead team members for a creative mindset. Hands-on exercises that can be used immediately will allow managers to structure and lead a productive meeting to drive inclusive discourse and meaningful innovation.

Audience takeaways:

- Establish Divergent and Convergent conditions for success to lead meetings for more effective idea generation and problem solving.
- Apply creative principles to meeting agenda development to increase engagement and safety within meetings.
- Apply a systematic approach to idea generation in order to identify feasible and innovative strategies for everyday challenges.

Lisa Genovese, Président, BottomLine (Virtual Private Event)

"We recently completed a workshop with our team that Caroline facilitated and it had a significant impact, particularly with one quite shy team member who now speaks up in meetings when she used to not share. I've also noticed our team seems to be smiling and having fun together more often than they used to as well which is no doubt due to the awesome session with her. If you're thinking about how to re-energize your team and bring creativity into your business, you better call Caroline! "



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4. Leading through Uncharted Waters: Navigate Uncertainty with a Creative Mindset

Leaders want to elevate their teams and respond thoughtfully to changes in the marketplace. But, most leaders develop unconscious bias and patterns of behaviour that will derail team engagement and innovation, and keep you stuck in the sandbox of the status quo.

Businesses and careers that survive the rapid pace of change this decade will be those that can develop self-awareness of reflexive reactions to uncertainty. We can learn (with practice) to pause in uncertainty. Then, we consider the tools and strategies to generate alternate solutions for better results.. A creative mindset will help buffer against status quo thinking from unconscious reactions to uncertainty.

A leader with a creative mindset will handle ambiguity with excellence and create a space for all voices to be heard, within a framework designed to drive disruptive and valuable innovation.

Audience Takeaways

- Define Tolerance of Ambiguity
- Describe the relationship between Creativity, Tolerance of Ambiguity, and Resilience.
- Describe the effects of Ambiguity on decision making, and how leaders are uniquely affected
- Outline steps on how to apply a creative mindset to boost flexible thinking despite uncertainty

Saqib Khan MBA, RIS, Connect First Wealth

We were thrilled to have Dr. Caroline Brookfield as the keynote speaker for our annual nextgenLeaders conference. Her infectious energy captivated everyone. With her interactive approach, she truly engaged the audience and created a memorable experience for all in attendance. A one hour session didn't do justice to the level of enthusiasm shown by the attendees towards Caroline's approach for igniting the creative spark in ourselves.



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5. Run with Safety Scissors: Face your inner critic with bold originality.

Have you admired those who seem to be able to jump in with both feet? They speak up at meetings, share their unique (and possibly weird) hobbies and interests with confidence, and seem unfazed by possible failure?

We feel judgement like physical pain, due to an outdated operating system that was designed to keep us alive. At one time, exclusion meant death of starvation or predation. We have held onto this instinct which no longer serves us. The pace of change in the world has outpaced our ability for our instincts to adapt. The good news is that we have a big human brain, and if we know the right habits and tricks, we can counteract this instinct to find a better way forward.

We don't need more robots, we need better problem solving which only comes from diverse perspectives. In this session, we will (gently!) challenge your comfort zone and your perspectives around what people are thinking of you and your ideas (spoiler: not too much). This can be structured as a keynote, workshop or a combination (a key-shop!)

With group, partner and in seat activities we will name your inner critic and find ways to allow you to speak up more.

Audience Takeaways:

- Describe why we fear judgement from others, and what holds us back from expressing our ideas
- Devise personally relevant strategies for a healthier relationship with the inner critic
- Experience how to step into the growth edge of our comfort zone to build courage to take tiny risks for bigger results.

Dianne Rivera Mateus, Sales Manager, Fairmont Winnipeg

Since I attended your conference, I've been asking myself.... Why not? I can try, fail, and try it again. Now I feel more engaged with my thoughts and I think heaven is not even the limit... The limit is in my mind.