



CREATING WITH POWER AND PURPOSE

# CREATIVE INTELLIGENCE

Presented by Tiffany Poe CEC



# PROFESSIONALLY

TIFFANY POE CEC CHE MGT



LE CORDON BLEU®  
AUSTRALIA



Southern Cross  
University



American Culinary Federation



**CFS**BRANDS

# PERSONALLY

Wife, Mommy, Entrepreneur, Educator



# CREATIVELY

Multi-Passion to be exact...



Brainstorming NEW INTELLIGENCE ideas  
CREATIVE PROCESS  
Design Quality  
Innovative Research

**CFS**  **INNOVATION**  
DRIVES BRAND/IMAGE/COLLABORATION/FUTURE  
GOAL: LEAD THE INDUSTRY IN SOLUTIONS SELLING AND INTELLIGENT CONSULTING MODEL



**LittleChef**  
**ADVENTURES**  
Taste a Sense of Wonder

**BEING OPENNESS TO EXPERIENCES  
IS THE SINGLE STRONGEST AND  
MOST CONSISTENT  
PERSONALITY TRAIT  
THAT PREDICTS CREATIVE  
ACHIEVEMENT...**

**AUTHORS - RESEARCHERS: *WIRED TO CREATE***

# MY OWN EXPERIMENT...



A group of people are sitting on a dark grey mat on a gym floor, holding hands in a circle. The background is blurred, showing other people and colorful equipment. The text "PERSONAL EXPERIENCE" is overlaid in the center in a large, bold, black, sans-serif font.

# PERSONAL EXPERIENCE

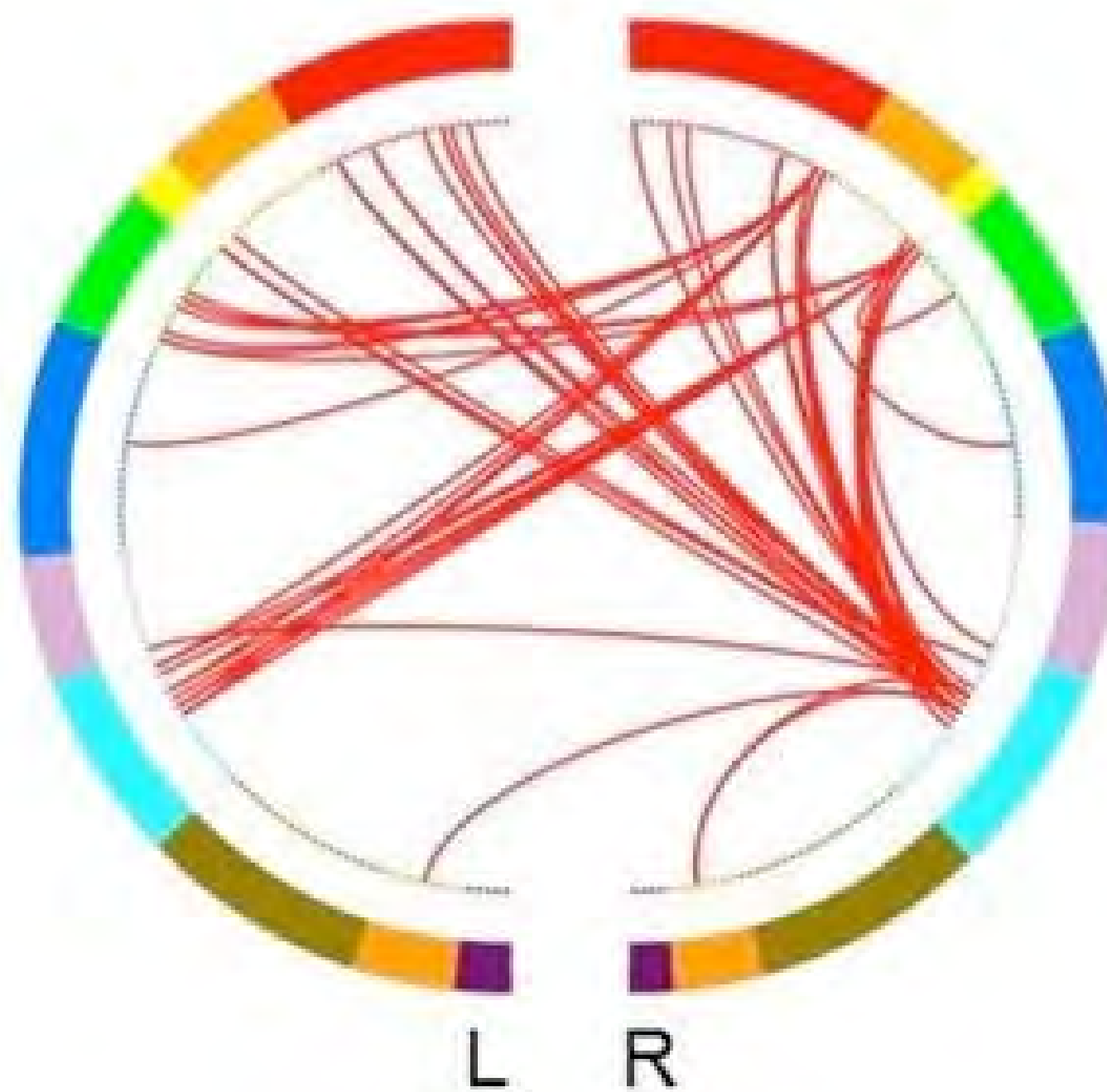
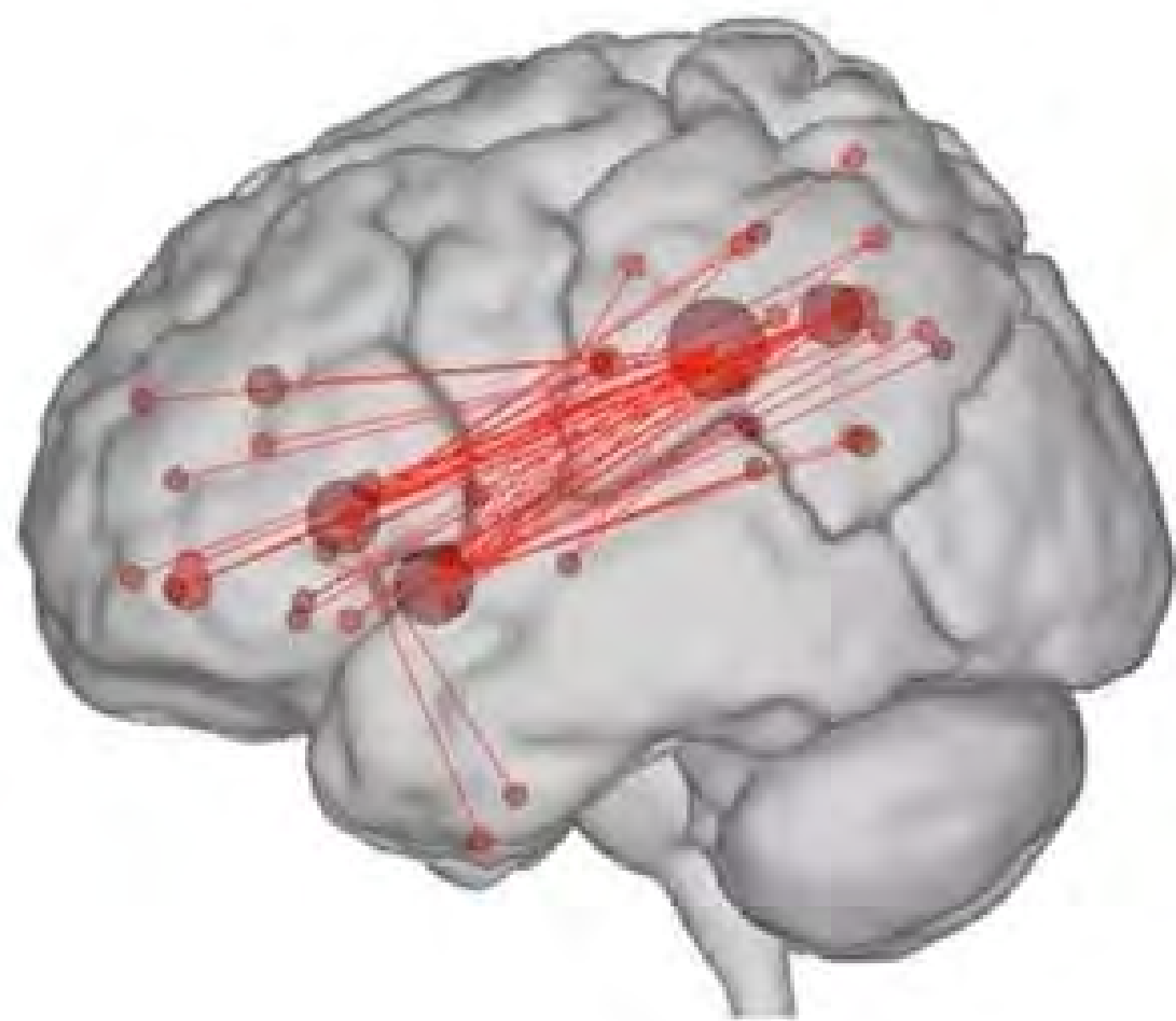


1,500 CEO's  
revealed that

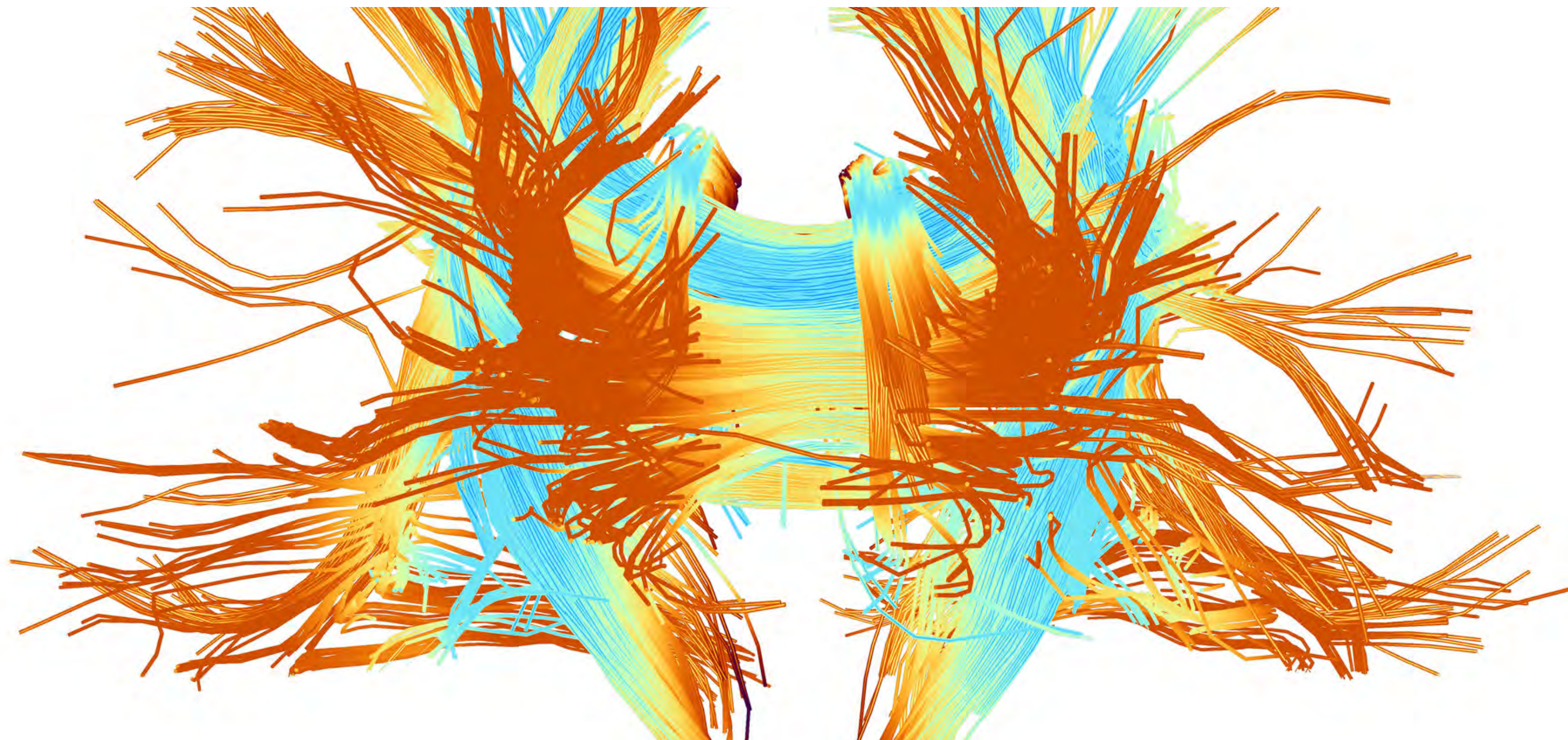
**CREATIVITY**

**#1**





- Prefrontal
- Motor
- Invidia
- Parietal
- Temporal
- Occipital
- Limbic
- Cerebellum
- Subcortical
- Brainstem





**CREATIVITY  
RESISTS  
AUTOMATION**

**CREATIVITY =  
PROBLEM  
SOLVING**






**CREATIVITY =**

**MENTALLY**

**ENERGIZING**

The background of the image features a collection of spices, including several cinnamon sticks and a single star anise, resting on a dark, textured surface. The lighting is soft and warm, highlighting the natural colors of the spices. The text is overlaid on this background in a bold, black, sans-serif font.

**CREATIVITY =  
SENSORY  
ACTIVATION**

**CREATIVITY =  
ILLUMINATION**





**~CREATIVITY BOOSTS  
HEALTH AND HEALTH  
BOOSTS CREATIVITY~**



A close-up photograph of a hand gently holding a lavender flower. The background is a bright, sunlit field of lavender, creating a soft, bokeh effect. The overall mood is peaceful and natural.

**CREATIVITY DECREASES  
THE RISK OF COGNITIVE  
IMPAIRMENT**



CREATIVITY PRODUCES  
DOPAMINE +  
EXCITEMENT AND  
PRODUCTIVITY

The background features a vibrant, abstract composition of brushstrokes in shades of teal, yellow, and purple. In the foreground, several paintbrushes with wooden handles and bristles are scattered, some showing signs of use. To the right, there are paint containers, including a red one and a white one, and a small palette with blue and white paint. The overall scene is artistic and creative.

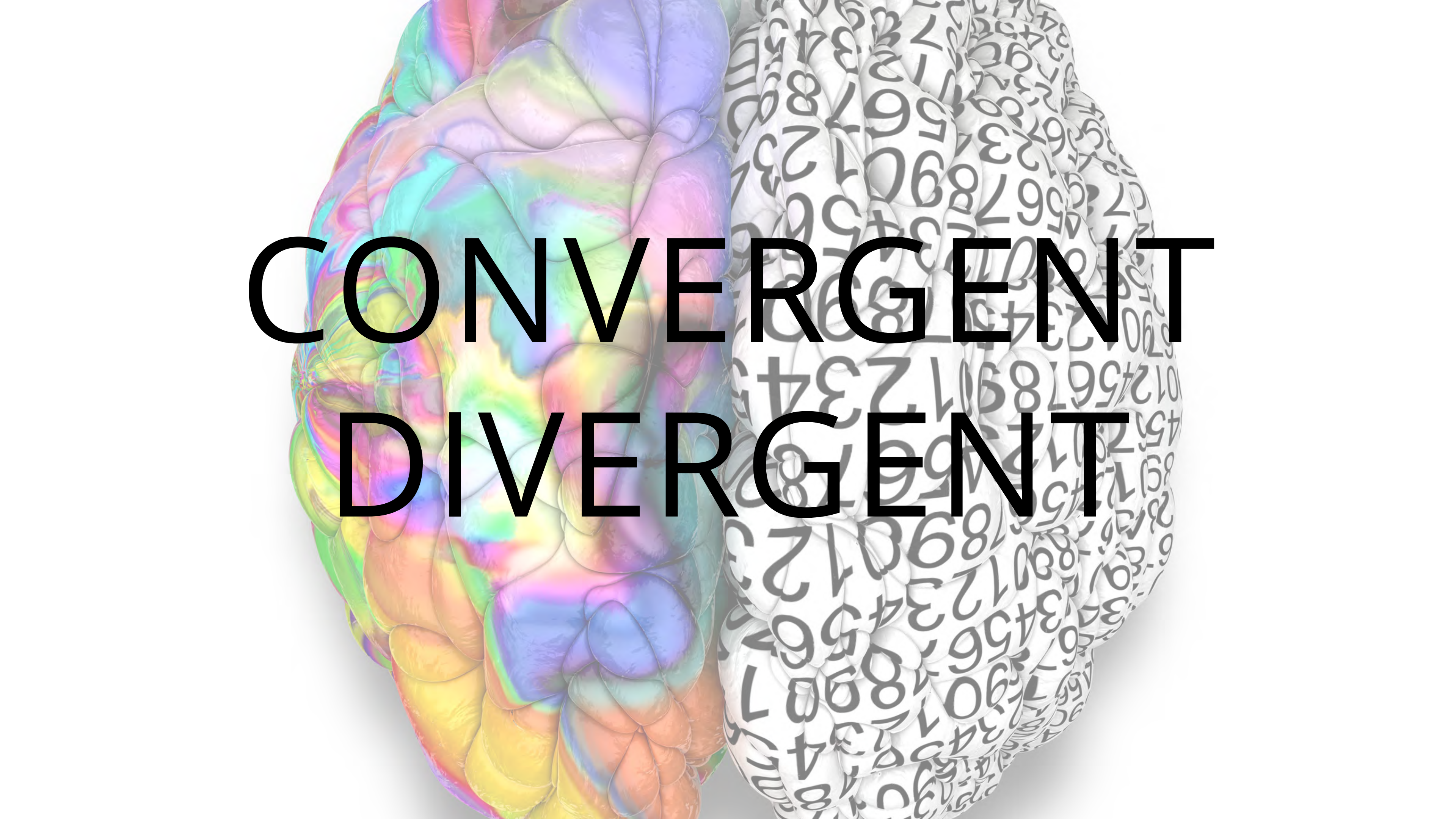
**CREATIVITY CONNECTS  
DIFFERENT FIELDS OF  
KNOWLEDGE**

A glowing lightbulb with a cracked glass globe, symbolizing an idea or innovation. The lightbulb is positioned horizontally, with the glowing filament visible through the cracked glass. The background is a soft, light gray gradient.

**CREATIVITY IS NOT=  
DISCOVERY OR  
INNOVATION**



**OTHERS GET TO ENJOY  
THE FRUIT OF OUR  
CREATIVITY...**



**CONVERGENT**  
**DIVERGENT**



**RIGHT BRAIN**  
**LEFT BRAIN**

# CONVERGENT THINKING





An abstract background featuring a white silhouette of a human skull. The skull is filled with a vibrant, multi-colored liquid-like pattern in shades of purple, pink, and teal. The colors are swirling and blending together, creating a dynamic and artistic effect. The overall composition is centered, with the skull's form clearly visible against the white background.

# DIVERGENT THINKING



YOU CAN DISCOVER MORE  
ABOUT A PERSON IN AN HOUR  
OF PLAY THAN IN A YEAR OF  
CONVERSATION!

-PLATO

A photograph of three children playing in a shallow stream. The child on the left is kneeling on a rock, pouring water from a dark bowl. The child in the center is kneeling in the water, covering their eyes with their hands. The child on the right is standing, also pouring water from a dark bowl. The scene is filled with splashing water and a soft, hazy background of trees and foliage. The text 'EXPLORATORY PLAY' is overlaid in large, bold, black letters across the center of the image.

# EXPLORATORY PLAY

A close-up photograph of a child's hands stacking colorful plastic blocks. The child is wearing a plaid shirt. The blocks are stacked in a vertical column, with colors including red, yellow, green, and blue. The text "BUILDING PLAY" is overlaid in large, bold, black capital letters across the center of the image. The background is blurred, showing a pink bowl and some other toys on a light-colored surface.

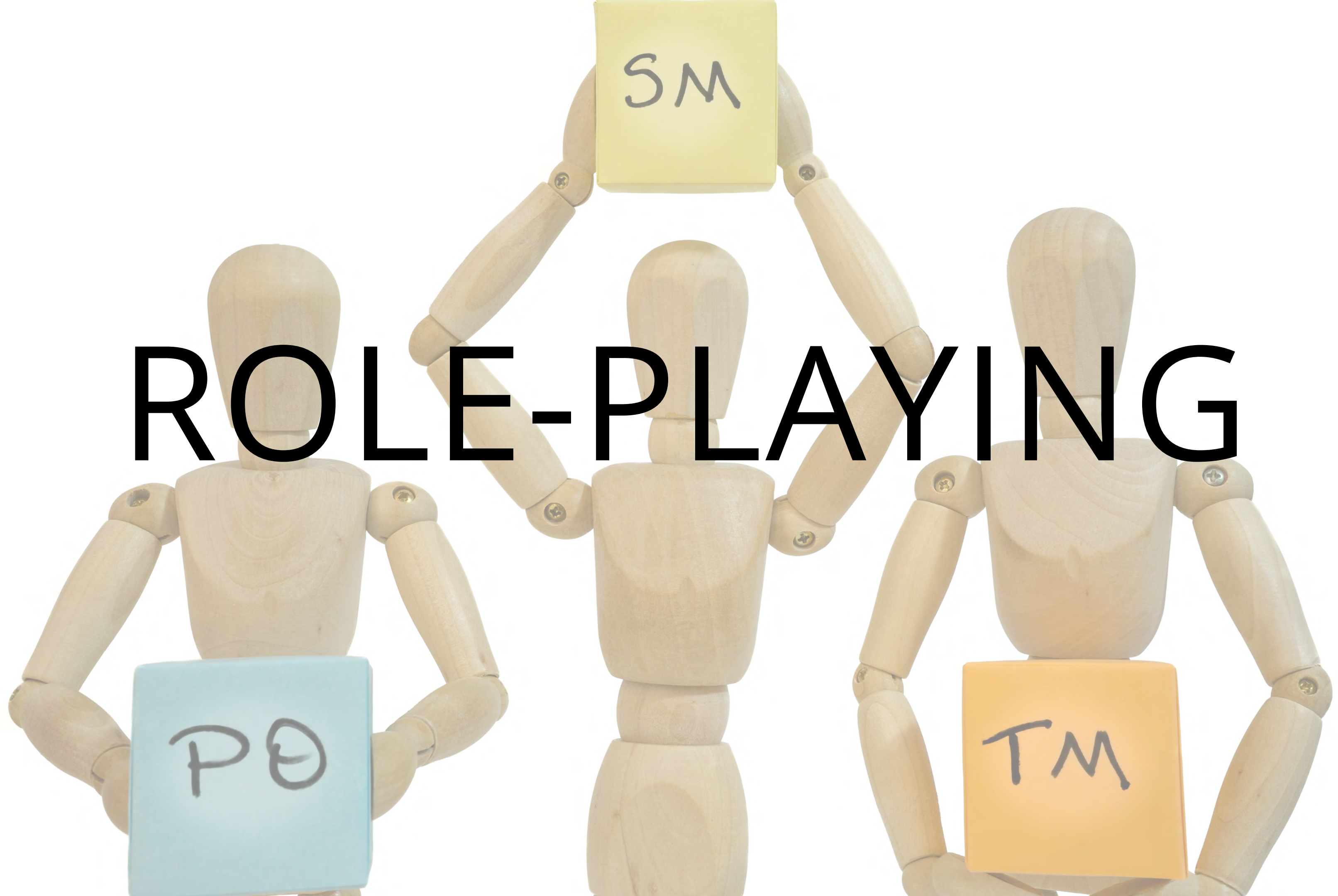
# BUILDING PLAY

# ROLE-PLAYING

SM

PO

TM



# CHILD'S PLAY



A photograph of the Space Shuttle Challenger being launched from the Kennedy Space Center. The shuttle is ascending vertically, leaving a massive, billowing plume of white and orange smoke and fire. The launch pad is visible in the foreground, and a large water tower stands on the right side. The sky is a clear, bright blue.

# GEORGE LAND

## 1968



**5 YEARS OLD**

**98%**



A close-up, slightly blurred photograph of a child's hands holding a small, colorful object (possibly a piece of jewelry or a craft) over a table. The table is covered with various items, including what looks like a small container and some scattered objects. The background is out of focus, showing more of the table and some indistinct shapes. The overall lighting is warm and soft.

**10 YEARS OLD**

**30%**



15 YEARS OLD

30%

ADULTS

2%





**DRAW A PICTURE  
OF YOUR  
NEIGHBOR**

# DEBRIEF





# CIRCLE TEST



RECTANGLE TEST

A hand is shown from the top center, pointing downwards with the index finger. Below the hand, a dark shadow of the hand is cast onto the surface. The background is a light, neutral color. Overlaid on the image is the text "REFLECT AND APPLY" in a bold, black, sans-serif font, centered horizontally and split across two lines.

REFLECT AND  
APPLY



# FOOD AS A MEDIUM





**CREATIVE  
POWER**

# PERSONAL STORY





**IMAGINATION IS MORE  
IMPORTANT THAN  
KNOWLEDGE...**

**-ALBERT EINSTEIN**