

THE INNOVATION ENGINE

From the Blank Page to Innovative Reality

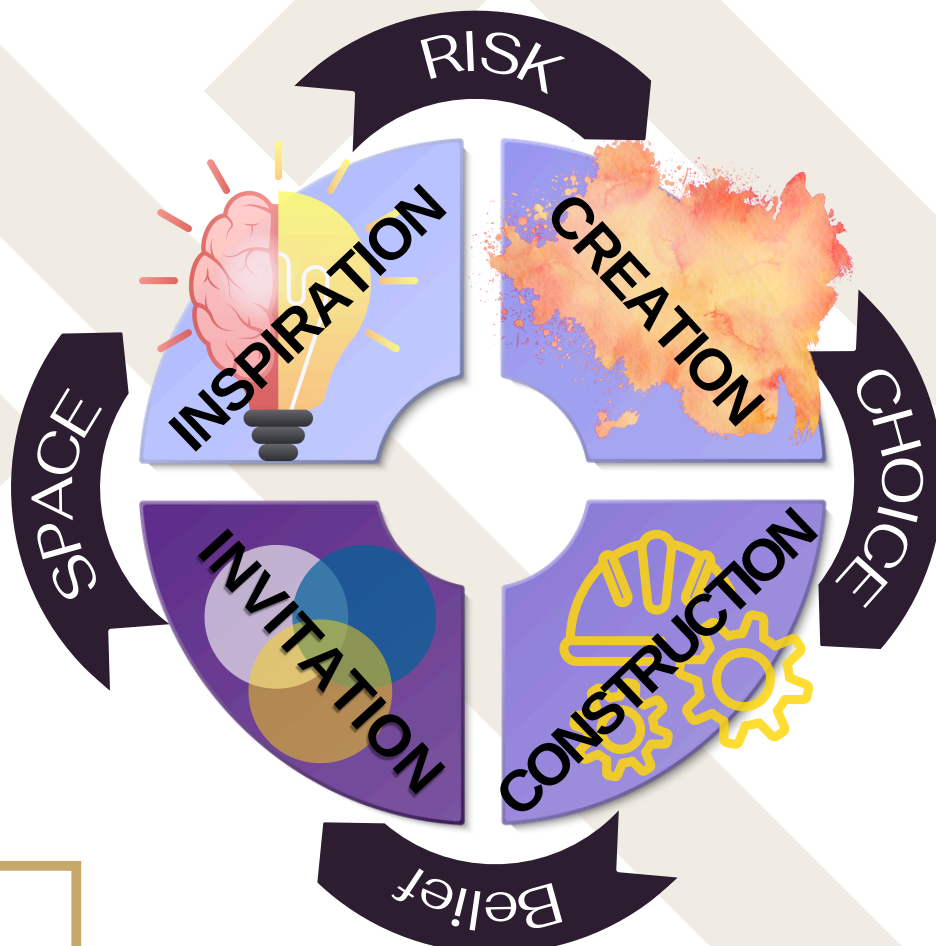
 **JOEL**
McKerrow
www.joelmckerrow.com

CREATIVITY & INNOVATION are more than just trendy terms. Though for many, they have become mere concepts to acknowledge rather than a processes to cultivate. Yet, innovation is essential for any leader, organisation, or startup that is at risk of stagnation or losing relevance. Creative thinking is our best tool for addressing the challenges posed by the constant disruptions we encounter.

And the real pain point in it all? It is the gap between where you are and where you need to be. Many leaders recognise the need for fresh ideas but struggle with inertia. They have teams stuck in old ways of thinking, fear of failure, or a culture that prioritises efficiency over experimentation. Startups, in particular, often face the paradox of needing to take bold risks while managing limited resources. Without a clear strategy for fostering creativity and turning insights into action, even the most promising ventures risk becoming obsolete.

Here is that strategy for Creative Success:

THE INNOVATION ENGINE



THE INNOVATION ENGINE

From the Blank Page to Innovative Reality

The Innovation engine is a creative and design process that helps individuals, leaders and organisations move from the blank page of a pre-idea all the way through to the final product and client engagement with that final product.

There are four main design phases each with transitional movements that lead into the next. From INSPIRATION to CREATION to CONSTRUCTION to INVITATION.

It all begins with the initial movement of...

SPACE: Creating the Conditions for Inspiration

Innovation doesn't start with an idea, it starts with space. Before inspiration can strike, we must intentionally create the conditions for it. This means carving out time for curiosity, exploration, and deep thinking. Too often, leaders and teams are trapped in busyness, leaving no room for new ideas to emerge. Innovation requires breathing room...mental and physical space where insights can surface. Whether it's through dedicated creative sessions, exposure to different industries, or structured moments of reflection, putting ourselves in the space of inspiration is the first step toward breakthrough ideas.

INSPIRATION: Fueling the Imagination

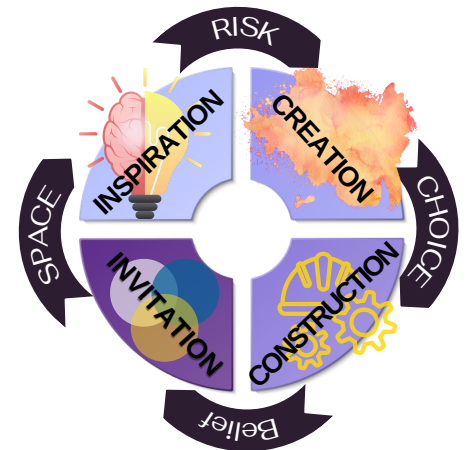
Once space has been created, the next phase is inspiration...the process of seeking out new influences, perspectives, and stimuli that can spark fresh ideas. Inspiration isn't passive; it requires active engagement with the world through reading, conversations, art, travel, nature, or unexpected encounters. The best innovators are input collectors, constantly feeding their minds with diverse sources of insight. Inspiration is what fills the creative well, providing the raw material that will later transform into something new. Inspiration comes from INSIDE: Imagination, memory and reflection, and it comes from OUTSIDE:

RISK: The Leap from Idea to Action

An idea, no matter how brilliant, is meaningless unless acted upon. This is where risk enters the innovation process. Moving from concept to reality means stepping into the unknown, it means risking failure, criticism, or wasted effort. This stage is often the greatest bottleneck, as fear of getting it wrong can lead to paralysis by analysis. But true innovators understand that failure is feedback, not a dead end. The only way to refine and improve an idea is by testing, iterating, and being willing to take calculated risks.

CREATION: The Messy First Draft

After taking the risk, we move into the messy first draft. This is where the idea starts taking tangible form. This could be a prototype, a rough design, an early pitch, or an experimental version of the final product. This phase embraces imperfection. Many people expect their first iteration to be polished, but real creativity thrives in draft mode, where adjustments can still be made. The goal is to build momentum, knowing that refinement will come in the next phase. At this stage it's about quantity not quality.



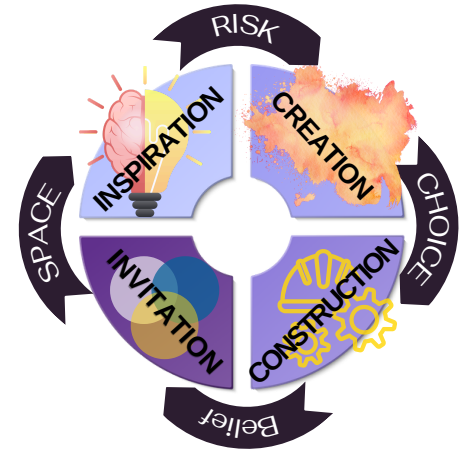
THE INNOVATION ENGINE

From the Blank Page to Innovative Reality

 **JOEL**
McKerrrow
www.joelmckerrrow.com

CHOICE: Shaping and Refining the Vision

Not all ideas deserve to move forward, and this is where choice comes into play. What works? What doesn't? What is worth refining? This phase is about discernment. It's about separating promising concepts from distractions. It's where we trim the fat, focusing on the strongest elements while letting go of what doesn't serve the bigger vision. Without a clear decision-making process, teams risk drowning in ideas without executing any. Innovation requires courageous choices, by saying no to some things so the best ideas can thrive.



CONSTRUCTION: Turning Vision into Reality

With clear choices made, it's time for construction. This is the phase where ideas are sharpened, structured, and built into something real. This is where the rough draft becomes a refined product, campaign, or experience. Editing, iteration, and testing are key. Just as an artist refines a painting or a writer polishes a manuscript, innovators must shape their work until it's ready for the world. The challenge here is patience, as many rush this phase, but true innovation requires time to craft excellence.

BELIEVE: Owning the Idea and Its Impact

Before inviting others in, creators must believe in what they've built. If there's hesitation or self-doubt, it will be felt by the audience. This phase is about alignment. It is about ensuring that the creator is fully committed to the idea and its potential impact. Many ideas fail, not because they lack merit, but because the people behind them don't champion them with confidence. The stronger the belief, the stronger the message and the more compelling the final invitation will be. This is about knowing WHY you are bringing this into the world.

INVITATION: Bringing People Into the Experience

Innovation is only complete when others engage with it. Invitation is the final step. It is where the product, service, or idea is shared with the world. This could be a product launch, a presentation, a pitch, or an experiential offering. But invitation isn't just about marketing, it's about creating a compelling story that draws people in. If the earlier phases were done well, this step feels natural because the innovation is already aligned with a clear vision and purpose. The best innovations don't just exist; they invite people to be a part of something bigger. This means all invitation begins with knowing the STORY and passionately sharing it.

The Continuous Cycle of Innovation

Innovation doesn't stop at the invitation, it loops back to the beginning. Each launch leads to new insights. Each engagement sparks fresh ideas. Each failure fuels the next round of risk-taking. The Innovation Engine is a living, breathing process. It is one that thrives when individuals and organisations commit to the ongoing cycle of creativity, risk, and engagement.

THE INNOVATION ENGINE

From the Blank Page to Innovative Reality

 **JOEL McKerrrow**
www.joelmckerrrow.com



DEMO
REEL



Book Joel for Training

Joel can bring **THE INNOVATION ENGINE** to your organisation for a keynote, half/full-day PD or Long-term development training.

Joel's extensive experience in the creative arts and corporate training world uniquely positions him to bridge the gap between creativity and practical business application. His sessions are engaging, interactive, and designed to leave a lasting impact, ensuring that your team doesn't just talk about innovation—they live it.



VILLAGE ROADSHOW

"Joel is a true creative genius...
His impact on my team was
nothing short of extraordinary."
Clark Kirby, CEO - Village Roadshow

About Joel


From the **Sydney Opera House**, to Nashville's **Schermerhorn Symphony Centre**, to **The Metropolis** in Montreal, Joel McKerrrow has spent the last fifteen years, on global stages, captivating hundreds of thousands of people with his passionate performative style, highly inspiring keynotes and empowering training.


As the go-to speaker for **Creativity Driven Transformation** Joel champions the belief that both CREATIVITY is far too important to be confined to only those we deem as being creative. Rather, no matter the person or the industry, Joel is passionate about unleashing people's creativity and equipping them for innovation.

Joel is the incoming **VIC/TAS President for Professional Speakers Australia (PSA)**, is one of Australia's most successful performance poets (including representing Australia at the **Individual World Poetry Slam Championships**), is an author with **Penguin Random House** and is the founder/host of **The Deep Place podcast**.

Joel's impressive portfolio includes work with Village Roadshow, Istorica, Dulux, Mumbrella, The International Transforming Education Conference, Southstart, Arrow leadership, State Library Victoria, Story Gathering (Nashville), Ovations International, The Global Health Summit, Promoting Passion Convention (USA), Sydney Writers Festival, Greenbelt Festival (UK), Graceland Festival (Netherlands), Hager Electric and many, many more.

[CHECK OUT MORE](#)

 +61 413 331 673

 info@joelmckerrrow.com

 joelmckerrrow.com