

**Innovative Business Thinking – DaVinci Style  
Scholarship Weekend 2020  
Seminar with Pete Stobie**

Please read the blog post from thinkers50.com, provided as an attachment.

This material is based on the book “*How to Think Like Leonardo da Vinci*” by Michael J. Gelb.

It should be an interesting read. Focus on the following (cut directly from the reading) and how we can apply them to business and innovation.

1. **Relentless curiosity** ... an insatiable hunger to learn, to question, to search for better answers, and to articulate his ideas in pictures, and propose new possibilities.
2. **Seeing more** ... he observed things differently, using all his senses to appreciate richer detail, to align perspective and perception, and thereby to understand his subject better.
3. **Thinking bigger** ... appreciating art and science, logic and imagination, he was able to think more broadly, embracing rigorous analysis whilst also trusting his intuition.
4. **Making connections** ... to connect the unconnected, to embrace the fusion and intersection between the natural and physical world, the tiniest seeds to the stars above.
5. **Embracing paradox** ... thriving on ambiguity and uncertainty, creating mystery and depth, be it the contrast in his sketches, or asking questions without obvious answers.
6. **Courageous action** ... always seeking to prove his hypotheses, to experiment and test, to make his ideas tangible, and to do what nobody has done before.
7. **Enlightened mind** ... constantly renewing mental and physical fitness, exploring new worlds to spark new ideas, not being a slave to work but living a full life.