

The Presenter Who Lived

After a lunch accompanied by a heart-wrenching, awe-inspiring story it's safe to say the presenters in Session V had a challenge. Compel an audience, infuse them with energy, incite them to buckle up and enjoy the ride; Brandon Williamson excelled. The goal was to unlock your creativity and harness it to produce positive change in your workplace and throughout the admissions field. Brandon immediately caught my attention by framing issues we were seeing in a certain way, when brainstorming. Instead of list issues, he challenged us to put them in the form of questions. "How can we explain the new SAT to students and families?", "In what ways can we increase enrollment?" This changed the way we saw the issue, it was not just a problem, an end, but a starting point.



We continued by breaking down the natural patterns and processes our brain is conditioned to carry out. For example, cross your arms, then uncross and switch which arm is on top. (Feels odd doesn't it?). This was one demonstration about how our brains have certain defaults and if we always give in to these defaults we will always receive the same result.

By changing the thought process we might unveil truly innovative ways to solve our problems. We have the ability to change these patterns, even if it is not entirely comfortable.

Next we had to determine our problem solving/ brainstorming style. When ideas are presented what do we do with them? Are we doers, thinkers, planners? The most interesting part of this section was learning how our category worked with other categories. What planners need from thinkers, how do doers and developers function together when under stress? It really made you think about possible conflicts in your life and understand them better because you can determine that the two parties had vastly different goals/ tendencies. It really broke down the barriers within conflict with others. In the middle of conflict knowing what the other person/ parties need to feel comfortable can make world of difference.

I am elated to use these tactics in the future and start training my brain to use creativity to create change! Albert Einstein said it best "Creativity is intelligence having fun".

-Liz Herrmann, SUNY Brockport