

## PRINCIPLE #9

# CREATIVE INNOVATION

Resilience is based on constant creativity, innovation, and experimentation. When we neglect the non-rational wisdom we have in us, our solutions are missing critical information, and may create negative impacts on the ecosystem and society.



### **WHAT IS ASSESSED HERE:**

**HOW WE INCORPORATE NON-RATIONAL INFORMATION, INTUITIVE KNOWING, CREATIVITY AND IMAGINATION, IN ORDER TO BALANCE RATIONAL THINKING, AND HOW WE FEEL ABOUT IT.**