BUILD INNOVATION CULTURE

THE ACT MINDSET TOOL

The A.C.T. Mindset is not a one-time fix—it's a shared practice. Use these routines to build team culture that thrives on complexity, embraces experimentation, and adapts creatively to change.

In fast-paced, risk-averse business environments, it's easy to default to what feels safe:

Simplifying complex challenges
Avoiding mistakes
Sticking to proven paths.

The A.C.T. Mindset offers an alternative—helping teams build creative resilience by embracing ambiguity, exploring complexity, and staying open to novelty.

A

Acknowledge Ambiguity

Focus:
Looking outside of what we are certain about

Why It Matters:
Change is so fast that even well-known facts have changed. If we do not acknowledge this, we run the risk of repeating the same thing over and over, regardless of whether it works or not.

What to Practice

- Reframe uncertainty as opportunity: Ask “What’s possible?” instead of “What’s the answer?”
- Delay closure: Stay open before jumping to conclusions.
- Use open-ended questions to deepen exploration.

Team Activity

- Identify an ambiguous situation your team is facing.
- Brainstorm at least 3 different ways to interpret or respond to it.
- Discuss what insights emerge when you resist early closure.

The Take away:
Develop the capacity to doubt current answers and solutions

C

Choose to Explore Complexity

Focus:
Look for alternatives, contradictions, interdependence, complexity

Why It Matters:
When we over-simplify we reduce options to polar opposites which results in fixed thinking and intolerance to change. This make sit harder to innovate and grow.

What to Practice

- Map the system: Who and what are involved?
- Seek multiple perspectives—invite voices outside your usual circle.
- Zoom in to details, then zoom out to the big picture.

Team Activity

- Take a current challenge and make it more complex.
- Surface all elements: stakeholders, causes, constraints, ripple effects.
- Simplify it into a visual summary and discuss what matters most.

The Take away:
Get used to acknowledging multiple answers to problems

T

Train Openness to Novelty

Focus:
Lift your eyes to the horizon, to possibilities, what might be

Why It Matters:
Routines and rules are great for efficiency, but can result in group-think and unconscious bias. By consciously remaining open to new ideas, we are open to change.

What to Practice

- Do something unfamiliar every week—personally or as a team.
- Practice “Yes, and…” to build on unusual ideas.
- Flip assumptions: Ask “What if the opposite were true?”

Team Activity

- Create a Novelty Log—each team member logs one new idea, experience, or perspective each week.
- Share highlights in your weekly check-in and reflect on what energized or challenged you.
- Hold regular future-predicting sessions to envisage change

The Take away:
Develop your openness to novelty be increasing your expsoure to it.