

# FROM 15 to 25 YEARS OLD YOUNG PEOPLE'S BRAINS *are* WIRED for INNOVATION

Organizations, businesses and governments who effectively engage their young employees are more likely to be innovative.

When young people are meaningfully engaged in society, we are more likely to find solutions to the social, environmental and economic challenges we face.

## YOUNG PEOPLE ARE:

### 1 VISIONARIES

They have the ability to dream big and believe that everything is possible.

### 2 OBSERVANT

They are in a nearly permanent state of heightened attentiveness & more sensitive to their environments.

### 3 COLLABORATIVE

They have a heightened awareness of their social context and relationships.

### 4 CREATIVE

They are at the neurobiological peak of creative thinking & are less bound by social rules.

### 5 EXPERIMENTERS

They are at the peak of openness to new experiences.

### 6 CURIOUS

They are primed to learn due to heightened neuroplasticity. Defined as the brain's ability to change through experience.

### 7 CHALLENGERS of STATUS QUO

They are prone to making radical departures from the status quo and introducing new ideas.

### 8 RISK-TAKERS

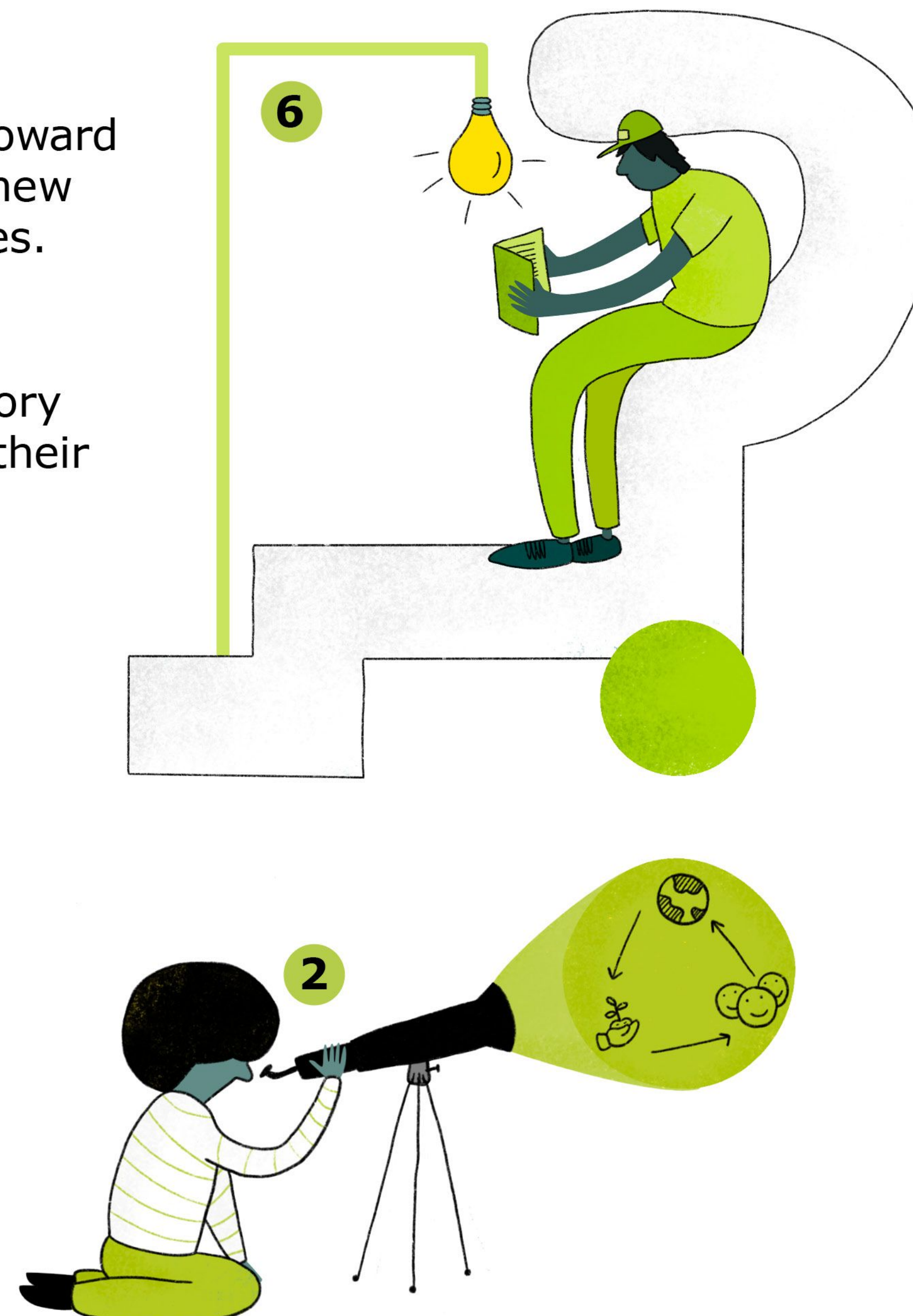
They have a predisposition toward risk-taking which opens up new possibilities and opportunities.

### 9 ACTION-ORIENTATED

They want to be part of history and meet the real needs of their communities.



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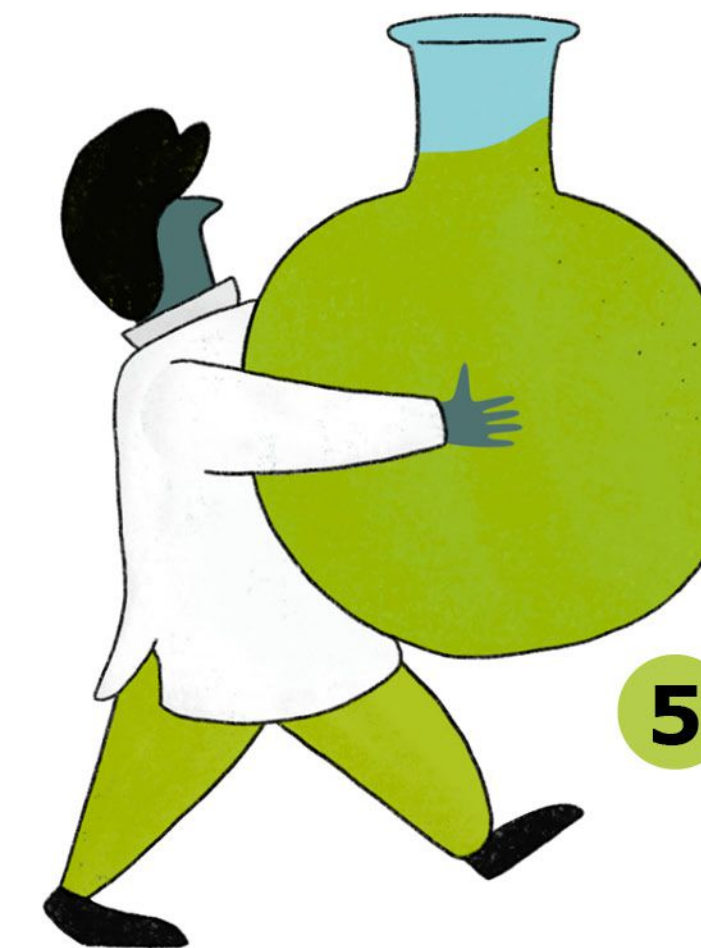


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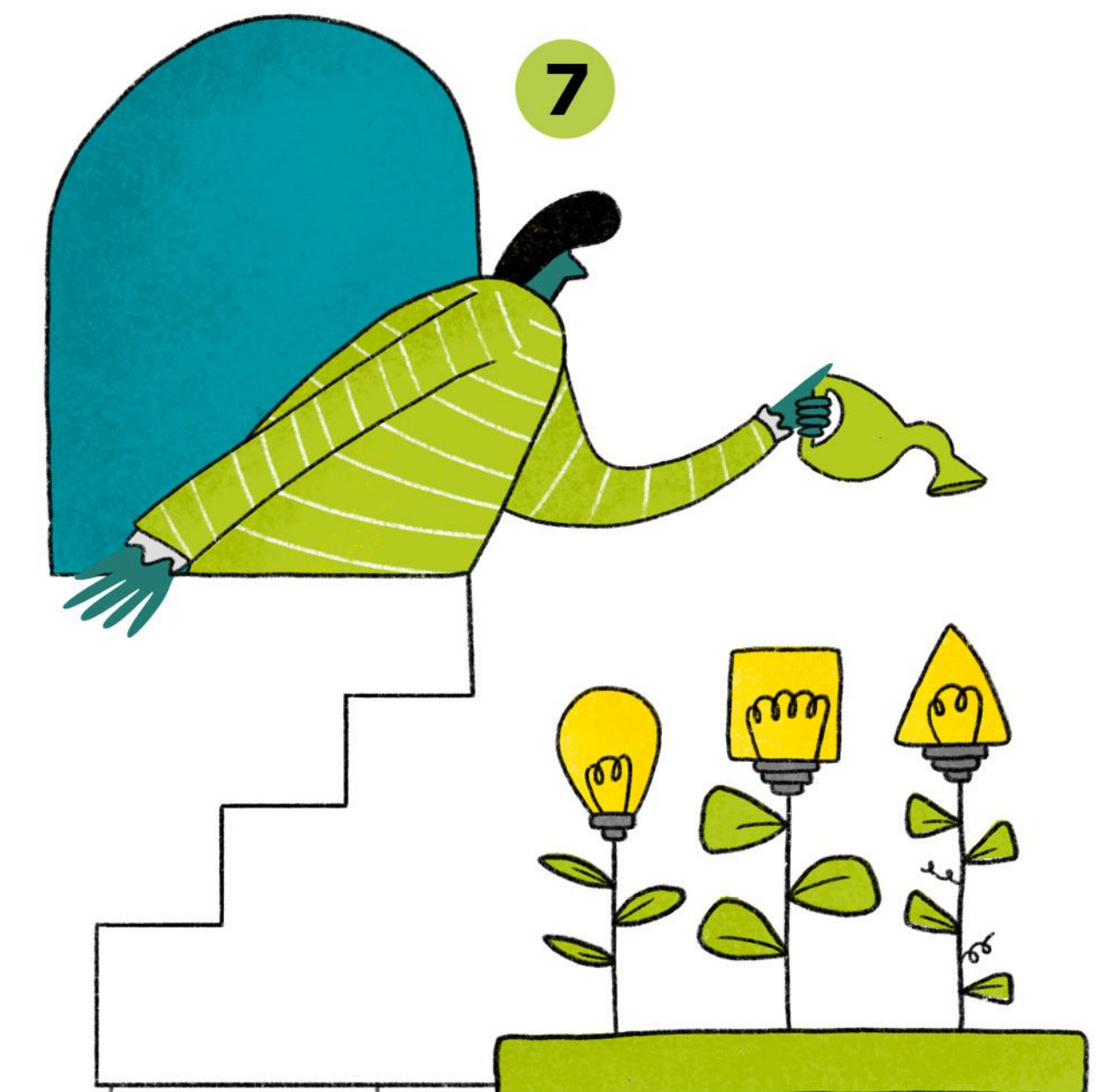


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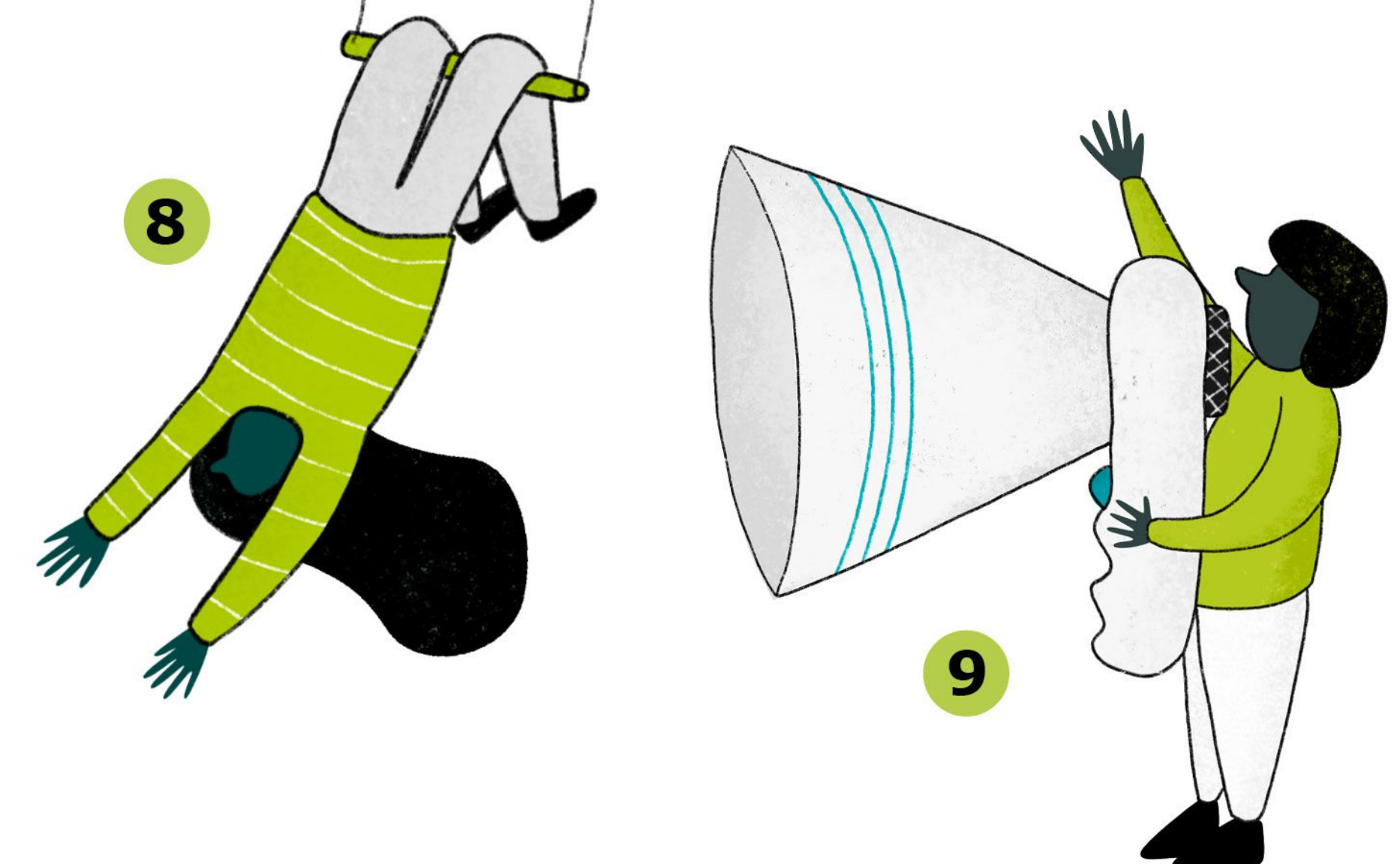
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