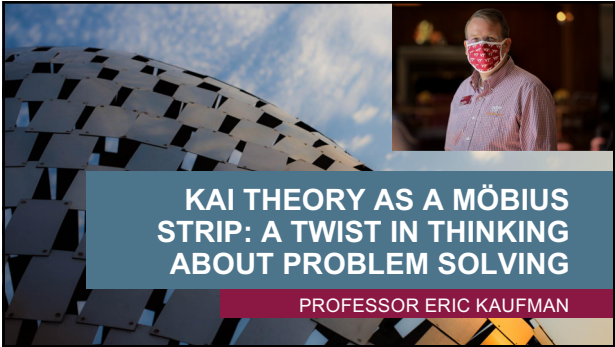




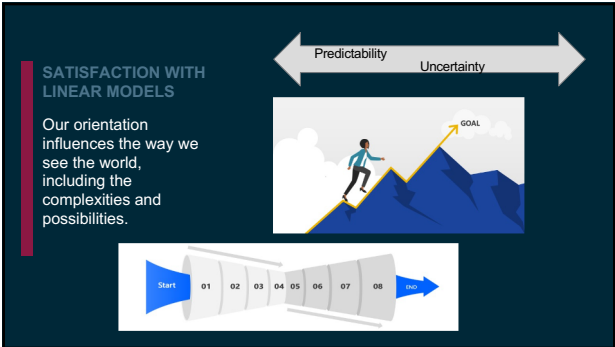
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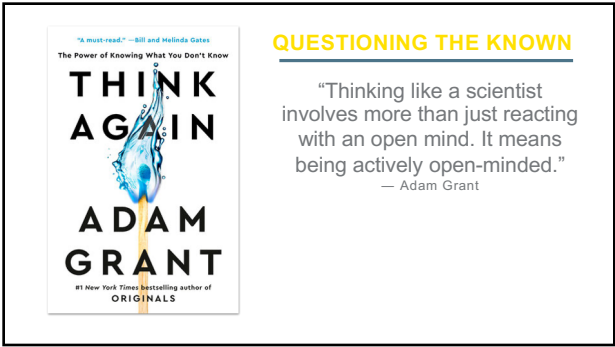
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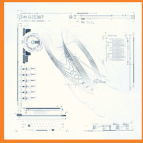
5



7

**INSIGHT FROM ALTERNATE THINKING**

Recently popularized by Tony Stark in Marvel Studios' *Avengers: End Game*

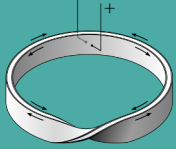
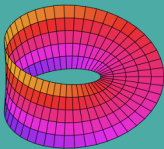
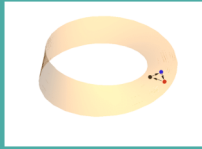



8

**THE MÖBIUS STRIP**


"Defies common sense and our prejudices about what is intuitive" (Doménech, 2018)

- One-sided, yet three-dimensional
- Non-orientable







9

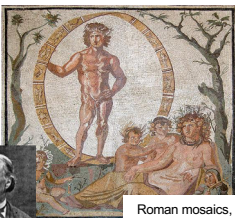
**HISTORY OF THE MÖBIUS STRIP**



Tony Stark (or Marvel Studios), 2019?

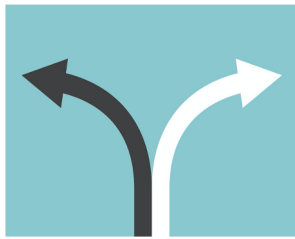
August Ferdinand Möbius and Johann Benedict Listing, 1858?



Roman mosaics, c. 200–250 AD?

10

**AVOIDING BINARY BIAS**

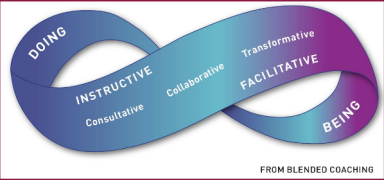


Human tendency to collapse data into two categories, not due to features of the data, but instead a general cognitive illusion.

11

**FROM BLENDED COACHING**

**BLENDED COACHING MODEL (Bloom et al., 2005)**

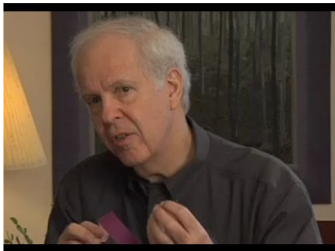


Fluid & Dynamic      Seamless Transitions      Linked Components

12

**BEING VERSUS DOING**

"I have to keep repeating, 'what seems to be' because there is no 'inside' or 'outside' on the Möbius strip—the two apparent sides keep co-creating each other." (Palmer, 2004)



13

### COGNITIVE TYPE?

Although Kirton's Adaption-Innovation (KAI) Theory is based on a continuum, there is a tendency to categorize the problem solving styles into two types: Innovators and Adaptors.

Image from *The Innovator's Toolkit*, by Silverstein et al. (2009), p. 52.

14

### KAI Theory Complexities

Sub-factors:

- SO – Sufficiency of Originality
- E – Efficiency (a.k.a. Methodology)
- R – Rule/Group conformity

Bridger image from *The Innovator's Toolkit*, by Silverstein et al. (2009), p. 57.

15

### CREATING A MÖBIUS STRIP

flipskills

Cut here

Tape here both sides

Take one end  
Rotate it 180°  
Tape ends together

16

### QUICK DEMO OF KAI MÖBIUS STRIP

17

### Considerations Emerging From KAI as a Möbius Strip

- In what ways do adaption and innovation flow into and co-create one another throughout the problem-solving process?
- When an individual takes adaption to the extreme, might they have more in common with the innovative end of the scale than we tend to assume or expect?

18


### IMPLICATIONS FOR PRACTICE

The Möbius strip eliminates unnecessary divisions, allowing us to go beyond self-imposed limits (Godin, 2020).

### IMPLICATIONS FOR RESEARCH

The Möbius strip promotes increased use of intuition in creativity research, which presents an "open agenda" (Sinclair & Maimone, 2020).


19



Let's Continue  
the  
Conversation!

[EKK@VT.Edu](mailto:EKK@VT.Edu)

20



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21