

# The IMPACT Innovation Checklist



by

Melissa  
DINWIDDIE





# Want to Think Bigger, Move Faster & Make the Impossible Happen?

Use this quick checklist to spark innovation, break through creative blocks, and turn ideas into action—starting today!

## Melissa Dinwiddie

Innovation Strategist & Keynote Speaker

Originator of the Create the Impossible™ Process



*“I truly appreciated Melissa’s perspective and structure to engagement and learning. She really found an amazing intersection of art (music, visuals, embodiment) and exercises that kept things engaging and fruitful from a learning perspective. **I also found the techniques helped me to unlock leadership opportunities and presented a way for me to grow with my team by example.** I would recommend Melissa for anyone looking to expand your influence, broaden the toolkit, or help to step outside of our comfort zones to explore additional perspectives.”*

-Victoria Gambardella  
**Research Manager, Facebook**





## I - Ignite Play & Possibility



Try a 5-minute "bad idea" brainstorm—list the worst, silliest, most ridiculous ideas you can think of. (This clears mental blocks & sparks unexpected insights!)



## M - Make Messy Magic



Test one tiny, scrappy version of an idea today. Don't overthink—just start.



## P - Prototype Boldly



Sketch, act out, or build a rough model of an idea—see what works before you perfect it.



## A - Adapt & Iterate



Ask: "What's one small change that could make this 10% better?" Then try it!



## C - Connect the Dots



Talk to someone outside your field and ask, "How would you solve this?" Different perspectives fuel innovation.



## T - Take it to the World



Pick one idea and take a bold first step—even if it's small. Momentum beats perfection!



# Ready to go deeper?

I hope this checklist has got your creative juices flowing.

Ready to transform your team into an unstoppable force of creativity and breakthrough thinking? That's one of my specialties.


I love helping tech teams and companies to Create the Impossible™ by empowering even the most analytical minds with the mindset, skillset, and toolkit to achieve breakthrough innovation, through my unique 3-step process:

- 1 PLAY HARD:** Embrace play as the fuel for creativity
- 2 MAKE CRAP:** Welcome imperfection as the path to discovery
- 3 LEARN FAST:** Turn every experience into a growth opportunity

Let's discuss how we can tailor these principles to your specific challenges and unlock your team's full creative potential. Contact me today to get started!







*“I was skeptical that a virtual ‘offsite’ was even worth doing, certainly one that involved ‘play’ for my team, but Melissa proved that it can work. The Communicating for Influence workshop she created for my research team was great at teaching key skills while at the same time being fun! **I have already seen my team using these tools in their day to day work.** Melissa was easy to work with, and knows how to design and facilitate an impactful program. I have already recommended her to my colleagues at Facebook, and will continue to do so.”*

*-Carly Rush*  
**Senior Manager, Facebook**





***“You totally wowed the room, with your particular alchemy of neuroscience, exemplar story and interactivity. You truly made every minute count in the brief time allotted. I received a number of comments about how valuable it was... And on top of all that—it was fun!”***

*-Lisa Van Dusen*  
**Executive Director, Palo Alto Community Fund**



*"From a team dynamic standpoint it's been incredibly empowering as a manager to watch the team bond, and see them become more willing to share with each other and work together and support each other as they're trying to practice these communicating for influence skills. **It's been an absolute gift and an amazing experience, one I would highly recommend to anyone—any manager, any group, anywhere.**"*

*-Claire Menke  
Fortune 100 Manager*



Uber



intuit®



*"Thanks for uplevelling our team, Melissa! It was wonderful getting to work with you."*

*-Dr. Natalie Reiner  
Fortune 100 Manager*

Google

Providence





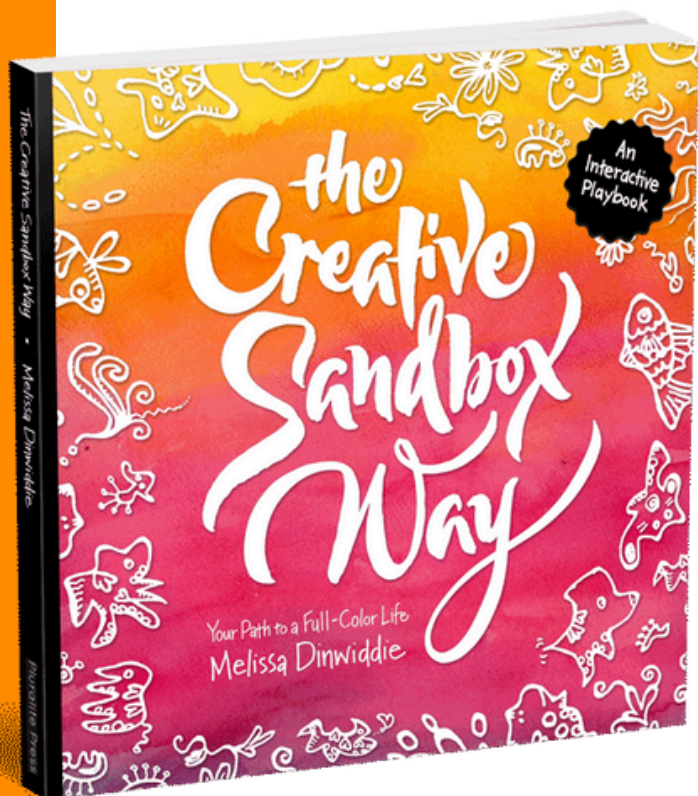
# About Melissa

**M**elissa Dinwiddie, M.Soc.Sci., is an innovation strategist and keynote speaker who believes leadership skills and artistic pursuits are a perfect pairing. This reformed “serious artist” now sprinkles magic dust of fun and play, helping leaders at companies like Google, Meta, and Salesforce become bold, resilient, and innovative.

Leveraging her background as a professional artist, Juilliard-trained dancer, and jazz singer-songwriter, Melissa designs interactive experiences that strengthen connection, communication, and creativity while having fun. Her Create the Impossible™ framework and F.U.N. Method™ empower even the most analytical minds to achieve breakthrough innovation.

Melissa is the author of [The Creative Sandbox Way™](#) (an “adventure packaged as a book”) and holds degrees from UC Berkeley (Phi Beta Kappa) and the University of Birmingham, England. When not transforming corporate cultures, she's either wrangling rambunctious cats or attempting ukulele-and-bass duets with herself.

Melissa's mission? Proving professional development can be a blast. Her keynotes and workshops blend creativity and leadership, promising more fun than your last trust fall exercise—and far more impact!



*Ready to discover more about how I can help your team  
Create the Impossible™?*

[Click here to book a complimentary Innovation Strategy Session](#)



**CREATE**  
*the impossible*™

with

**Melissa**  
DINWIDDIE