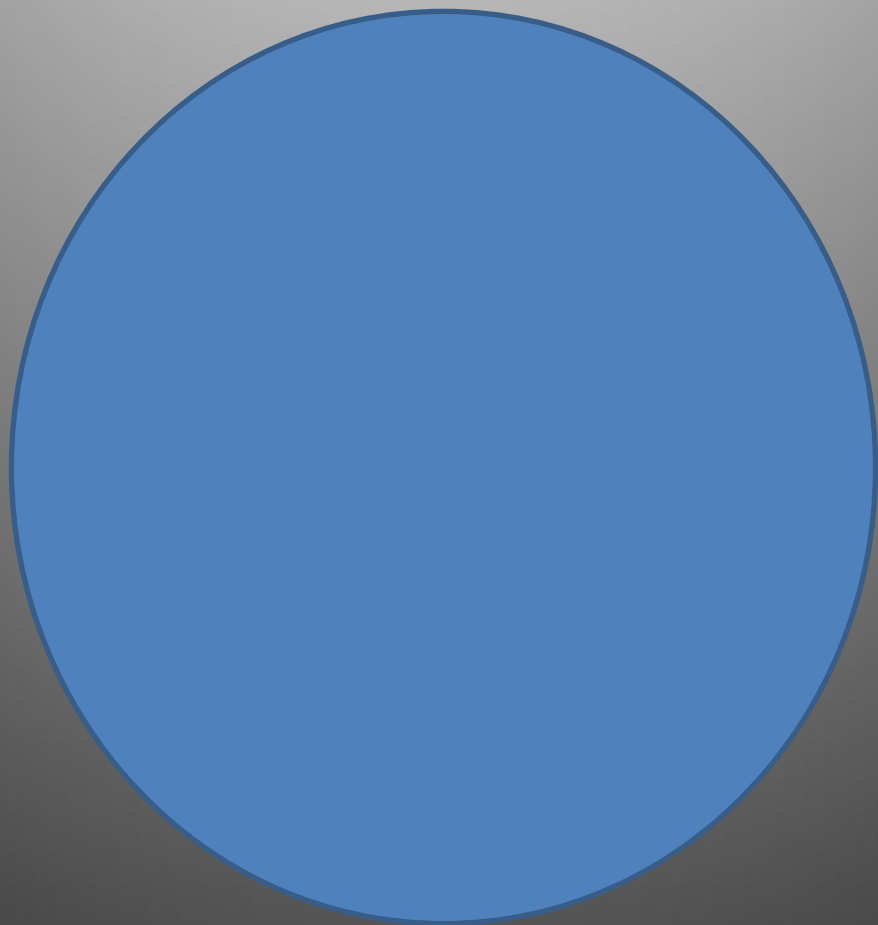


The Creativity Effect

Creative thinking = innovation



What is the Creativity Effect?

A way of doing business

Inspire trust

Challenge

Execute

Repeat



Let's try to define creativity

STAND



i

**Creativity is kind of like
pornography**

– you know it when you see it.

Dr. Rex Jung

**Creative thought is from the
inside out.**

There is no box and never was.

Wikipedia says...

Creativity is a mental and social process involving the generation of new ideas or concepts, or new associations of the creative mind between existing ideas or concepts.

Roman Numeral “9”

IX

Can you make it into a “6”?

**“ Human creativity is the
ultimate economic resource.”**

Richard Florida

The Rise of the Creative Class

It's about people

Get past the mental locks:

- **The Right Answer**
- **That's Not Logical**
- **Follow the Rules**
- **Be Practical**
- **Play is Frivolous**
- **That's Not My Area**
- **Don't Be Foolish**
- **Avoid Ambiguity**
- **To Err Is Wrong**
- **I'm Not Creative**

By Roger Von Oech

A Whack on the Side of the Head

Why does it matter?

**How does “creativity” give
an organization a
competitive advantage?**

What is the return on investment for this project?

Can you prove your case and back it up with hard data?

Are you meeting your milestones?

How about.....

**What value are you creating for
stockholders?**

What are you learning?

**What capabilities are we building by
doing this?**

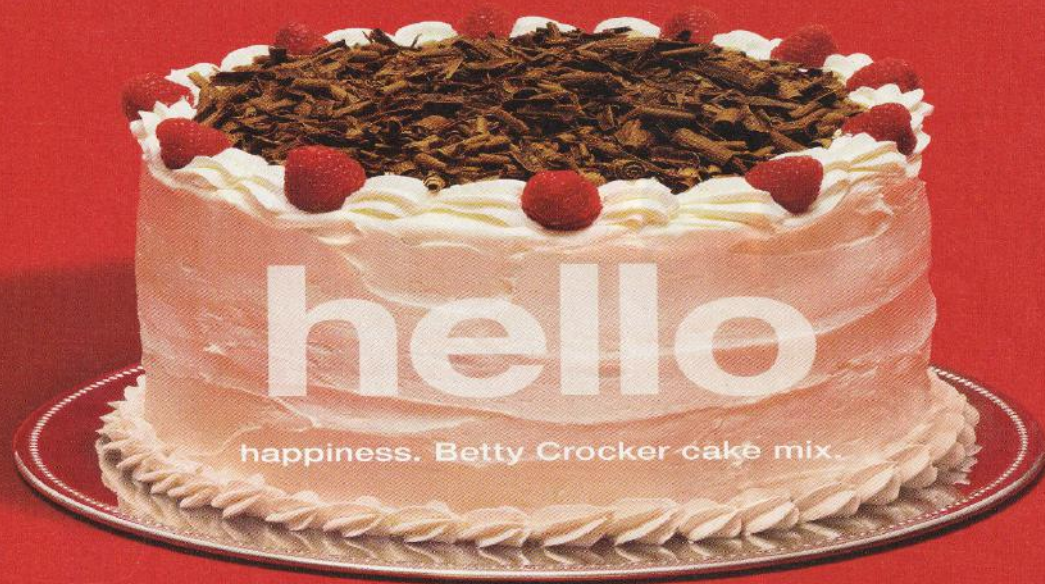
“ I see us being in the Art Business. Art, entertainment and mobile sculpture, which, coincidentally, also happens to provide transportation”.

Robert Lutz, GM Executive

“SWEAT THE SMALLEST DETAILS”

**Do you buy what you
need.....**

**Or do you buy what you
think and
feel you need?**



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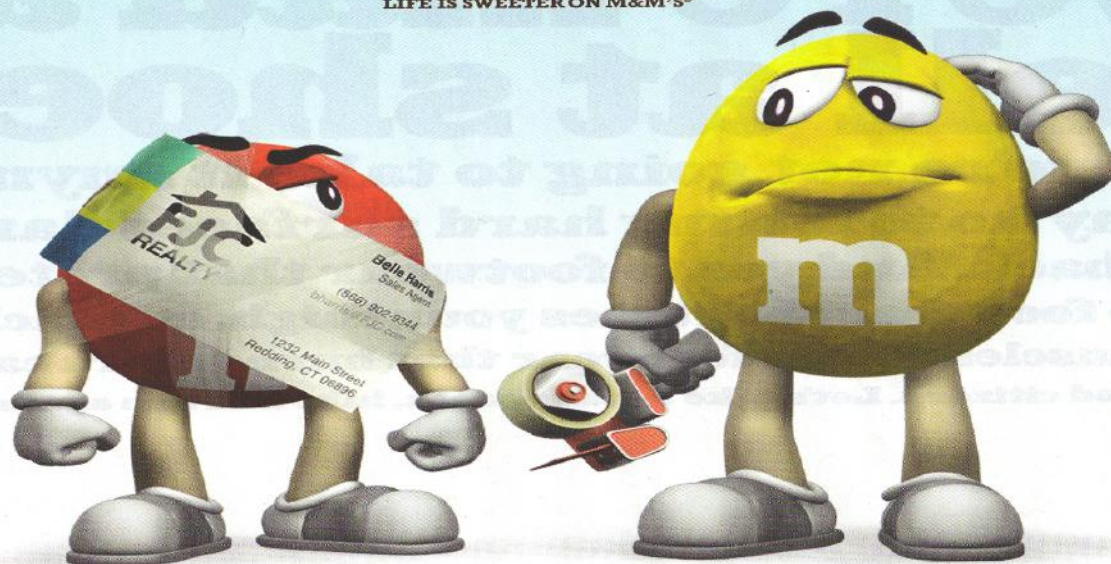
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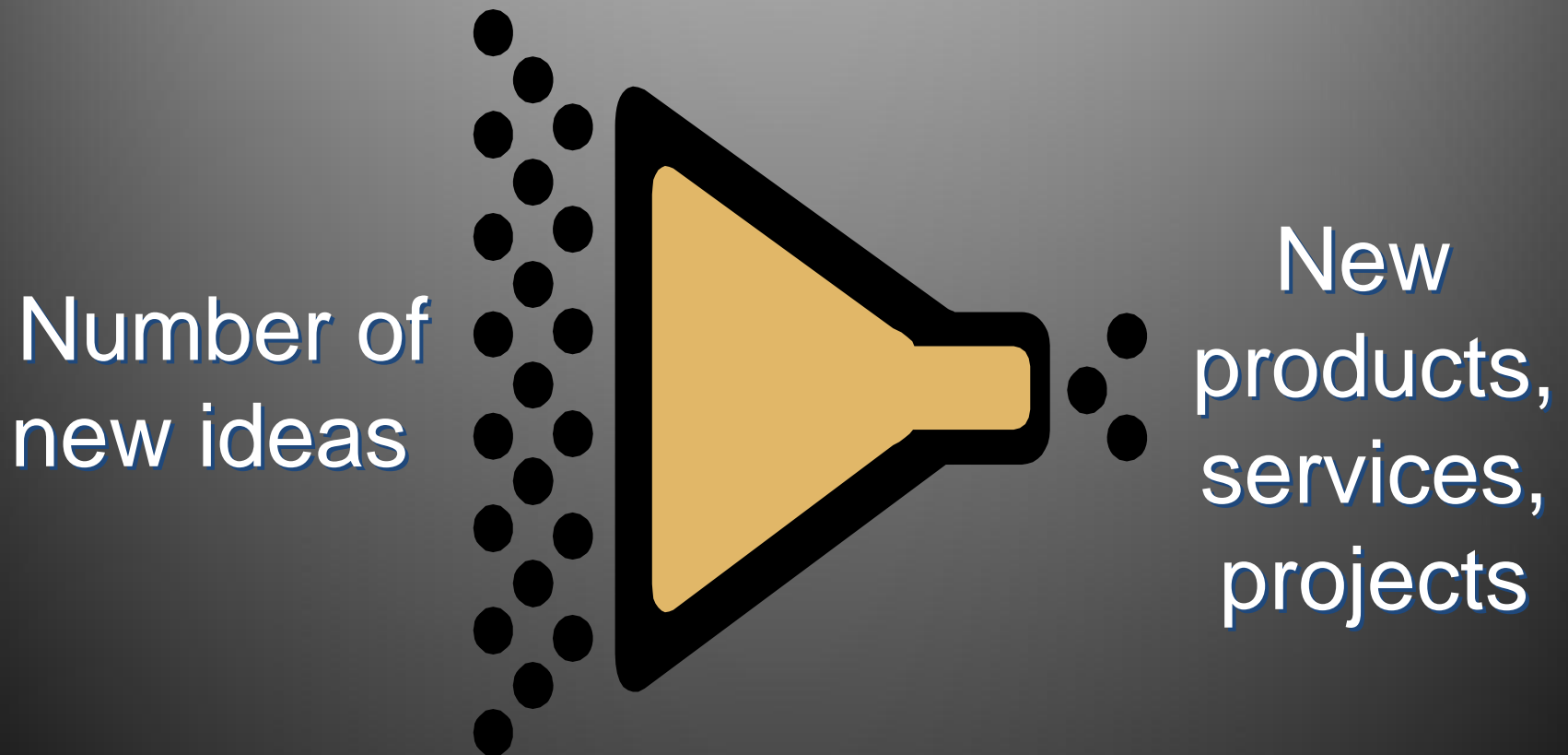
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Need for creativity and innovation



SCAMPER

Michael Michalko
“ThinkerToys”

Brainwriting

Five Whys

The Creative Effect:

Inspire, Challenge, Execute

2 Steps:

1. Inspire and Challenge. Open all doors. Learn a little about a lot. Consider as many options as possible, then add more. All opinions welcome.

2. Dismiss, prune and eliminate.
Choose. Execute

Watch for mind locks:

During step one, people may not be open enough, willing enough to consider the impossible.

In step two, fear of execution kicks in and people try to hold on to too many options and hesitate.

Thoughts?

Anya Petersen-Frey

Wyoming Small Business Development Center

Uncorked Educators

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