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
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.
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?

Tony Goldsby-Smith
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?
Hello

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Need for creativity and innovation

Number of new ideas

New products, services, projects
Five Whys

www.mindtools.com
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?

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