

CREATIVITY AS A STRATEGY

- 1. Adopting creativity as a strategy can give you a source of innovation that will serve as a competitive differentiator!**
Creativity programs spark a renewable source of ideas that can address multiple issues in your organization. Encouraging creativity will also stimulate side benefits for your team members such as goal creation, integrating business and personal life, personal and group motivation and group alignment.
- 2. Aligning your team's thinking toward common goals is the most powerful way to achieve corporate goals.** Identifying and eliminating individual barriers to these goals will create aligned thinking. Is your team completely aligned with their goals, or do they have doubts or concerns?
- 3. Providing creativity programs will spark positive outcomes throughout the organization!** Don't isolate creative thinkers in little "boxes". Challenge all of your team members to come up with solutions for areas other than their own departments.
- 4. Creativity results start small and expand!** Progress toward positive outcomes is not always visible, and certainly not always measurable. Focus on the strategic issues and measure creative success in terms of the overall health of the organization measuring the progress of smaller outcomes while you are on the path to bigger outcomes.
- 5. Be Consistent--keep the flow of creative ideas coming!** Put a process in place to acknowledge, recognize, vet, discern and implement all the new ideas that your company will generate. Creative thinkers need to know their contributions are appreciated and recognized to keep the creative juices flowing.