

WAKE UP!
I WANT TO TALK TO YOU!

About the title: I hope you don't find my newsletter title too bold! I once had a dream where a voice called out to me, "Wake up, I want to talk to you!" The dream turned out to be my inspiration for finding new ways to approach business, so it has great meaning for me.

The Creativity Element

Creativity leads to innovation—the best kind of innovation from those who are most intimately engaged with your business, your employees. Innovation can provide long-term solutions and strategies for growth, as well as shine the light on ways to cut costs. Innovation is the best competitive differentiator, because your competition probably won't think to embed it into his organization. By embracing creativity, you can create an abundance of ideas, not just rely on the best practices of other companies, or what has worked for you in the past and leave your competition in the dust. Creativity, once stimulated, repeats itself and ideas become a renewable resource. As companies encounter bigger and more constant change, smart companies will engage in developing creativity as a change strategy.

The elements of the creativity element tend to drive us a little crazy because they are unpredictable, un-measurable, and intangible. It's difficult to tell when and if the elements of creativity are actually contributing to outcomes, so we tend to think of them as secondary or frivolous, something that can be eliminated when time or resources are short or there is a crisis. In fact, during times of scarcity or crisis, the elements of creativity are exactly what's needed as creativity is the ONLY strategy that can find new solutions to complex problems. In addition to solving crises, the creativity elements combine to produce new product, processes, systems, ideas and innovation to propel and preserve the company's long-term viability. When creativity elements are successfully developed, people in the organization will feel energized, excited, satisfied, collaborative, collegial, relaxed, open to learning, open to others, productive, positive, helpful, creative and innovative—and the desired outcomes can magically appear!