



Creativity Resources

How are you working?

We spend a high percentage of our life in autopilot, taking the same route to work, having the same breakfast every day; routine is the enemy of creativity.

How are you working? Which list sounds more like you?

Traditional	Creative
Logical	Organic
Fast Thinking	More reflective
Routine	Free thinking
Conforming	Non conformist
Constraints	Opportunities
Rules	Freedom
Risk adverse	Try now apologise later
Probabilities	Possibilities
Experts /Specialists	Diversity of experience/knowledge/cultures

The creative thinking needs to be kept separate in a safe environment, free from judgement, where ideas can feed off one another.

*****How do you encourage new ideas? How do you create an environment that encourages innovation and risk? How do you respond to new ideas?*****

Creativity Tools

There are many tools to help you and your team think more creatively, the two below are Brainstorming, a lateral thinking approach to creativity which generates many ideas and the Reframing Matrix, a technical creativity tool which helps you to see different perspectives on producing a product or service.



Brainstorming

<http://www.mindtools.com/brainstm.html>

Brainstorming is a common and successful process for generating a high volume of ideas and taking actions forward. No idea is dismissed as judgement is reserved until the end. Often unusual and unique ideas come out of this process.

Reframing Matrix http://www.mindtools.com/pages/article/newCT_05.htm

created by Micheal Morgan in his book Workforce Innovation

A Reframing Matrix is a simple technique that helps you to look at business problems from a number of different viewpoints.

The approach relies on the fact that different people with different experience approach problems in different ways. What this technique helps you to do is to put yourself into the minds of different people and imagine the solutions they would come up with.

e.g. you could look at a problem from the perspectives of specialists; What would the accountants perspective be, the marketer, the sales director etc?

This is just one example there are many other perspectives that you could adopt.

*****Invent your own techniques, consider when you come up with your bright ideas? What are you doing? Where are you? What stimulates the idea? Who are you with? Note these down and see if you can create your own method to unleash your creativity *****