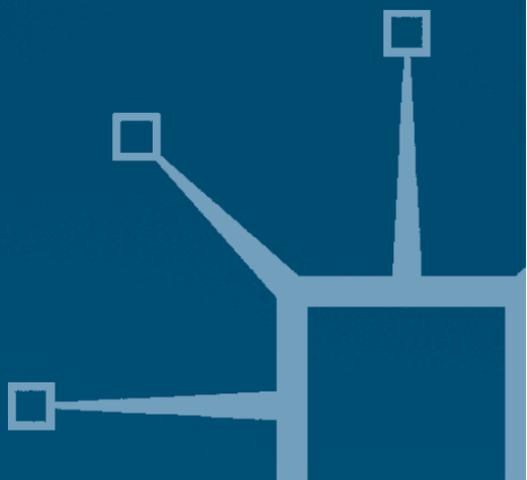


Creative Business

ACHIEVING YOUR GOALS THROUGH CREATIVE
THINKING AND ACTION

Tim Bills and Chris Genasi



Creative Business

Also by Chris Genasi:

Corporate Community Investment: How to Make Your Business Profitably Popular

Winning Reputations: How to be Your Own Spin Doctor

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CREATIVE THINKING AND ACTION

Tim Bills

and

Chris Genasi

palgrave
macmillan



To Jill, Grace and Louis, and to my parents. (C. G.)

To Alicia, Sam, Emily, Mom and Dad;
and to Chris for inviting me along for the ride. (T. B.)

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CONTENTS

<i>List of figures and tables</i>	viii
Chapter 1 How creativity can change your world – again	1
Introduction: what is creativity?	1
Creativity matters	3
Creativity's hip	5
Creativity is universal	6
You don't have to be a genius to be creative	7
Even the gifted collaborate: one plus one can make three	9
Size isn't everything: influence and inspiration	11
Chapter 2 Why creativity goes into hibernation	15
Time management and the creative crisis	15
Are you passionate?	19
Entering the ice age	22
Permafrost	23
Issues for family businesses	25
Coming out of the ice age: New Year's Day syndrome	28
Chapter 2 Annexe	30
The survey: creativity news from the frontline	30
Question 1. What would be your definition of creativity?	30
Question 2. Who is the most creative person you can think of and why?	31
Question 3. Which is the most creative company you can think of and why?	32
Question 4. Do you think it is possible to improve your creative thinking and how?	33
Question 5. What is your approach to using creativity to solve problems?	34
Question 6. Which nationality do you think is the most creative and why?	35
Question 7. Has some creative thinking ever made a big difference to your life?	36

Chapter 3	Starting the creativity flow	38
	Getting started	38
	Hurdles to creative thinking and problem solving	40
	Fear	41
	Perfectionism	44
	Complacency	45
	Lack of time	51
	Not seeing the real issue	53
	One-dimensional thinking	57
	A negative atmosphere and environment	59
Chapter 4	New ways of thinking to unlock breakthrough ideas	62
	Creative holidays and high days	62
	Sliding back to neutral	63
	What has tickling trout got to do with anything?	65
	Using opposing forces: tight-wide thinking	66
	Good pressure – bad pressure	67
	Visioning the future – dreaming with a purpose	68
	Lassoing those ideas	71
	24/7 creativity is just around the corner	71
Chapter 5	The Creative Problem Solver (CPS model): Stages 1 and 2	73
	Introduction	73
	The nature of the problem to be solved	74
	The extent of change required	74
	Creative Problem Solver Stage 1: Definition	76
	Defining the creative challenge: What's your problem?	76
	The Problem Pin-Pointer	77
	Micro-creativity	80
	Creative Problem Solver Stage 2: Blocker ID	82
	What are your blockers?	82
	The blocker audit	84
Chapter 6	The Creative Problem Solver: Stages 3 and 4	90
	Creative Problem Solver Stage 3: Solution Matching	90

	Picking the right solution	90
	Evolutionary creativity and revolutionary creativity	91
	Creative Problem Solver Stage 4: Creative Action	97
Chapter 7	Making it happen: turning ideas into reality	135
	The physical creative space	135
	Picking your creative team	140
	Running group sessions	141
	Choosing your creativity weapons	143
	1. Creative pairs	143
	2. Working parties and task forces	144
	3. Networked groups	144
	4. Mega groups	145
	Turning ideas into actions	145
	Evaluating creative initiatives: keeping the flame alive	147
	Conclusion	148
	<i>Index</i>	149

LIST OF FIGURES AND TABLES

Figures

3.1	Creative task prioritisation grid	57
5.1	The four stages of the CPS model	74
5.2	The Problem Pin-Pointer	79
5.3	Problem identified by the Problem Pin-Pointer	81
5.4	Blocker audit and critique	87
5.5	BAC analysis of quality improvement problem	88

Table

6.1	Creative Problem Solver Stage 3: Solution Matching	93
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How creativity can change your world – again

Introduction: what is creativity?

‘There is no greater joy than that of feeling oneself a creator. The triumph of life is expressed by creation.’

HENRI BERGSON

It’s a slippery concept, creativity: every time you get close to coming to grips with it, it seems to slip away, as indefinable as ever. Although all of us are familiar with terms such as brainstorming, lateral thinking and innovation, which are commonly used in the commercial world, the notion of creativity with its many artistic connotations has only recently become more widely used in business circles. However, as business grows ever more complex, we believe that this trend of wider usage and appreciation is set to gather pace as creative thinking becomes increasingly recognised as the essential process by which the most innovative ideas are formed and the toughest problems are solved.

So what precisely is creativity? As anyone who has delved into the question of what exactly constitutes it will know, the notion of creativity means something very different from one individual to another. It is for this reason that we offer our own definition from the outset as follows:

The capacity to challenge the existing order of things, by deliberately forcing ourselves out of our usual way of thinking, to see the status quo from a new and enlightening perspective, to form new ideas and find practical ways to implement change in the light of fresh insights.