

News on Creativity and Innovation related topics

October 2008

creative4business

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Does life excite you? Are you blown away by the newness of every moment? Do you tap your creativity to the full? Are you passionate about your goals? Does playfulness come naturally to you? In short, are you tickled by life? If so then a new website www.tickledbylife.com might just interest you. The website was launched in August 2008 with the objective to surprise, provoke, inspire

Dear Reader,

Welcome to the October 2008 edition of Innovation Matters, the seventh edition of the year.

Hopefully UK readers will have been taking advantage of the late Summer prior to the clocks changing and the onset of colder, wetter weather..

Since the last issue I have been contacted by [Shalu Wasu](#), a Singapore based consultant and trainer (and reader of this newsletter) with news of www.tickledbylife.com, a refreshing new website. It was so good I signed up as a contributor!

This month my musings include more on how to get your workshop attendees to use less of their Left Brain and more of the Right and some thoughts on why the recession may not be as bad as everyone seems to think.

Keen readers will remember an article in the September edition of Innovation Matters regarding knowledge transfer. The naming of a new product to tackle this issue was the subject of a competition. The competition is still open, so to get further details either read [last month's issue via the archives](#) or send me an

and wow readers with articles on personal development, life skills and alternative thinking. Go on, give it a try!

Do you want to participate in a Creativity workshop but are unable to get a group of people together for an 'in house' course? Well now you can thanks to [Harlequin Training](#). For course details please [look here](#).

Don't forget that you can now look at past editions of this newsletter by visiting our [archive](#).

The 'rough and ready' survey of the major barriers to creativity within organisations is still located on my [Home Page](#). If you currently work, or have worked for an organisation then I would appreciate it if you could take the time to click on two buttons.

email. The lucky winner will get the opportunity to have a **creative workshop** delivered **free** of charge for their organisation or a client organisation if they are a consultant. All that you will need to pay are expenses (note that this offer is **valid worldwide**). Depending on the number of attendees this could be worth up to **£1200**.

Happy reading,

Derek Cheshire

Creativity - Getting It Right (Part 2)

For the past 6 years, I have been working with a range of organisations who have identified the need to raise the bar for innovation and creative thinking. One thing that's become very clear to me is that as many as 95% of all the people who end up in my workshop sessions are predominantly left-brained. They want to "get out of the box," but first they want to define the box, measure the box, compare it to other boxes, and/or send the box upstairs to make sure that everyone signs off on the collective vision of non-boxiness.

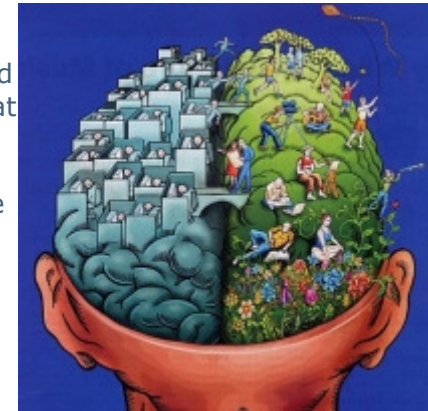
There are a number of things that can be done to ensure that creative workshops go with a bang or at least a colourful fizz and meet the objectives so carefully set out for them. Here are a few more suggestions to build on those I gave you last month.

Invite appreciative inquiry - the good news is this, you don't have to teach people how to be creative. They already are. All you need to do is facilitate the process that helps people access the part of themselves that is already creative. One way to do this is to help participants recall a time in their lives when creativity was flourishing for them. Known as "appreciative inquiry," you are simply allowing participants to wax lyrical about past successful creative ventures - no matter how small. These animated reflections will really get the creative juices flowing.

Don't think, do! - brainstorming sessions, are "head sessions," requiring a significant amount of thinking. But that is not the only way to get at good ideas. In fact, one of the best ways to quicken the appearance of good ideas is to "not think." Mozart used to exercise before sitting down to compose, the holder of the most patents ever liked to swim underwater before he invented and Socrates used to take his students for a walk. Somehow, these seemingly mindless excursions free up brainpower. The best and fastest way to accomplish this is with hands-on, interactive problem-solving activities that have high relevance to the brainstorming challenge or group dynamic.

Tell stories - story telling is a great way to help people get insights and make creative connections. That's why great teachers, since the beginning of time, have used parables to make their point. The stories we recommend you tell are what we call "teaching" stories - that is, intriguing stories with a moral. Or, they may be business-related stories concerning best practice or interesting case studies relevant to the brainstorm topic. It can be useful to intersperse these stories throughout your session, especially after participants have been working hard and need a breather.

Invite humour and playfulness - the right use of humour is a great way to help people tap into their right brains. Indeed,



"haha" and "aha" are closely related. Both are the result of a surprise or discontinuity. You laugh when your expectations are confronted in a delightful way. Please note, however, that your use of humour must not be demeaning to anyone in the room. Freud explained that every joke has a victim and is used by the teller to gain advantage over the victim, that is, it's used to affirm power. And we know that when we're getting into the realm of power and the yielding of power, we are using our left-brains. Even more important than "joke telling" is a free flowing sense of playfulness. Everyone likes to play. The more you can achieve the goals of your session by interjecting playfulness into the process, the better.



What Recession - reasons to be cheerful!

The recession may have touched us all but it is not nearly as bad as the pundits and commentators would have us believe. One or two businesses have gone under but I am here and you are still here reading this. We are all still 'in the game' so we have some of the skills and resources necessary to survive. We must at the very least be capable of examining our external environment and reacting to it in a positive manner. We are flexible, adaptable, resourceful and understand our own competencies.

A downturn is a good time to plan and watch what others are doing. Take a look at your competitors, visit their shops and trade stands or use their services. See how your competitors are handling the bad times, take on board their good ideas and learn from the bad ones. In short be ready to beat them when the time is right. Use this slack time to review your own business, something you will not have time to do in the busier times ahead. Now is also a good time to woo new clients even if they are not going to buy from you right now. Understand them and listen to their woes. We are experts in our field.

We know that things are cyclical and so we can safely assume that after the crash will come a period of growth once more. We cannot say for sure what the timescales will be but we know that it will happen. We have demonstrated our flexibility in surviving initially and then been cunning in our approach to observing our competitors, creating a plan and acquiring resources. We have a business that will thrive when the time is right. In the meantime, leverage your expertise and assist your customers to save money or add value for existing customers (without charging them extra). We thoroughly understand our customers and our marketplace.

So you:

- are flexible, adaptable, resourceful and self aware
- experts in your field
- thoroughly understand your customers and your marketplace

Congratulations, you have the capacity to Innovate and recover well from the economic downturn. All you need to do now is kickstart the process.

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